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OCTOBER, 1959

sbs

SOUTHERN BUILDING SUPPLIES

Serving dealers and wholesalers in 18 Southern and

states

University Microfilms
313 No First St
Ann Arbor Mich 4

Proper prior planning
stabilizes
cold-spell business
page 41

Licking winter slump
by overhauling
management policies
page 45

This scrap pile helped
eliminate those
off-season layoffs
page 48

Truck signs can sell
page 49



WINTER MERCHANDISING ISSUE

Polyethylene — your "bread-and-butter" seller . . . page 43

Which dealer makes more money on his investment?



\$ 38,400
3 times
\$115,200
28,800 or 25%
\$144,000

AVERAGE INVENTORY INVESTMENT
INVENTORY TURNOVER
TOTAL PURCHASES
GROSS PROFIT
TOTAL SALES VOLUME

\$ 10,800
12 times
\$129,600
14,400 or 11.1%
\$144,000

$\$28,800 \div \$38,400 = 75\%$ RETURN ON INVENTORY INVESTMENT $\$14,400 \div \$10,800 = 133 \frac{1}{3}\%$

Note both had same total volume — \$144,000. However, to give him every possible advantage, a slightly exaggerated Gross Profit of 25% was figured for DEALER "A" . . . while, to put DEALER "B" at an unrealistic disadvantage, his Gross Profit was figured at only 11.1%. YET, DEALER "B" MADE 133 1/3% GROSS PROFIT ON HIS INVENTORY INVESTMENT and Dealer "A" could make only 75% on his much larger stock investment. To be realistic, figure the Gross Profit of both "A" and "B" at 20%. Then "A's" return reduces to about 60% while "B" makes approximately 240% return on his inventory investment! But, given the disadvantage of making less than half in gross profit, "B" earned almost twice the return on his investment! Which proves the old axiom that a man can make more money selling than he can buying! A MAJOR KEY TO ANY DEALER'S PROFIT IS HIS "INVENTORY TURNOVER!"

What is your "I. I." PROFIT?

The more times you can turn over your stock, the more money you can make on your investment! As you sell, re-stock by ordering and picking-up from our exclusive dealers' warehouse nearest you — it's RENT-FREE! The

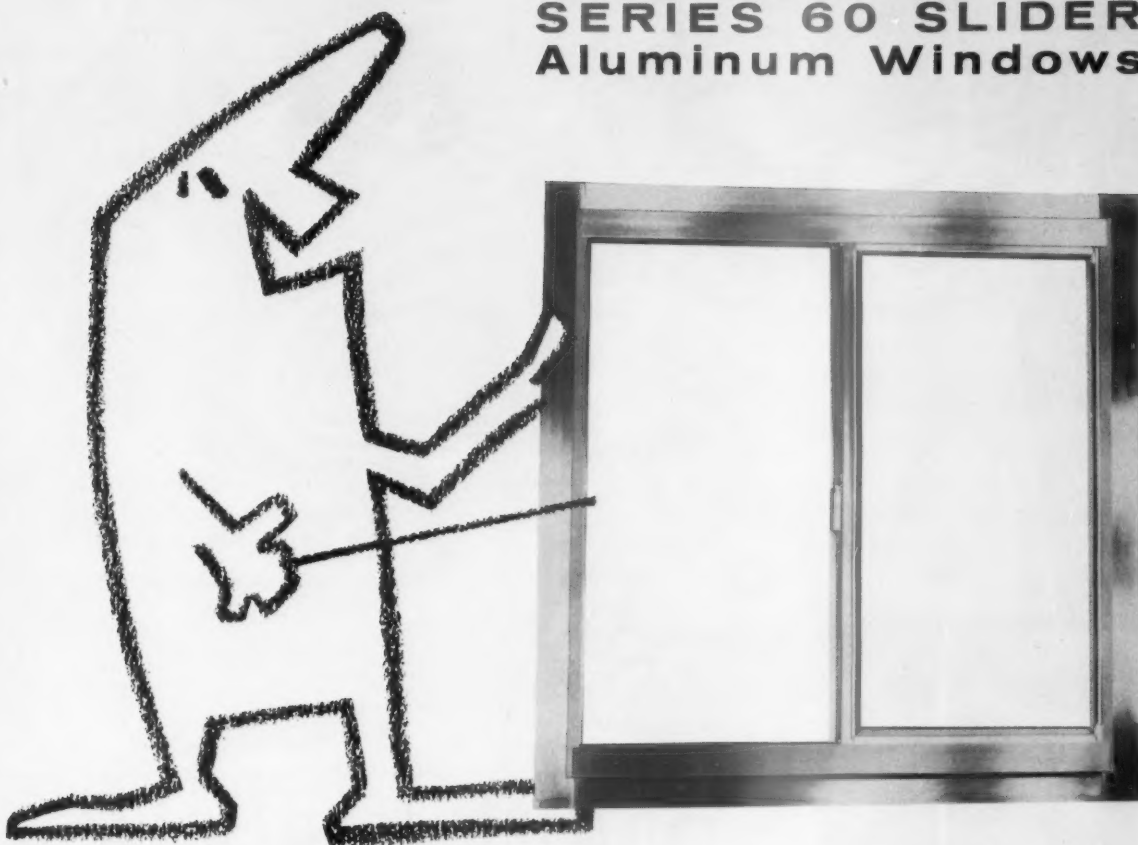
faster your investment turns over, the more cash you have available for profitable investment in other lines! For the greatest profit on your investment . . . keep your working capital WORKING!

- ★ **CENTRAL WAREHOUSE CORPORATION**
512-16 Scott Street
Bristol, Virginia
- ★ **DEALERS WAREHOUSE CORPORATION**
1530 Sixth Avenue, N. E.
Knoxville, Tennessee

- ★ **HASSINGER WHOLESALE COMPANY, INC.**
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Added profits for Ualco Aluminum Window Dealers

NEW! **ualco**
SERIES 60 SLIDER
Aluminum Windows



Now!! A window designed for use in any type construction. This is made possible with the versatile fin trim completely surrounding the window which can be easily adapted to any construction need. There is no need for additional fins, anchors or clips. This unit is complete in every way . . . with features that sell for dealers.



For more information write:

SOUTHERN SASH

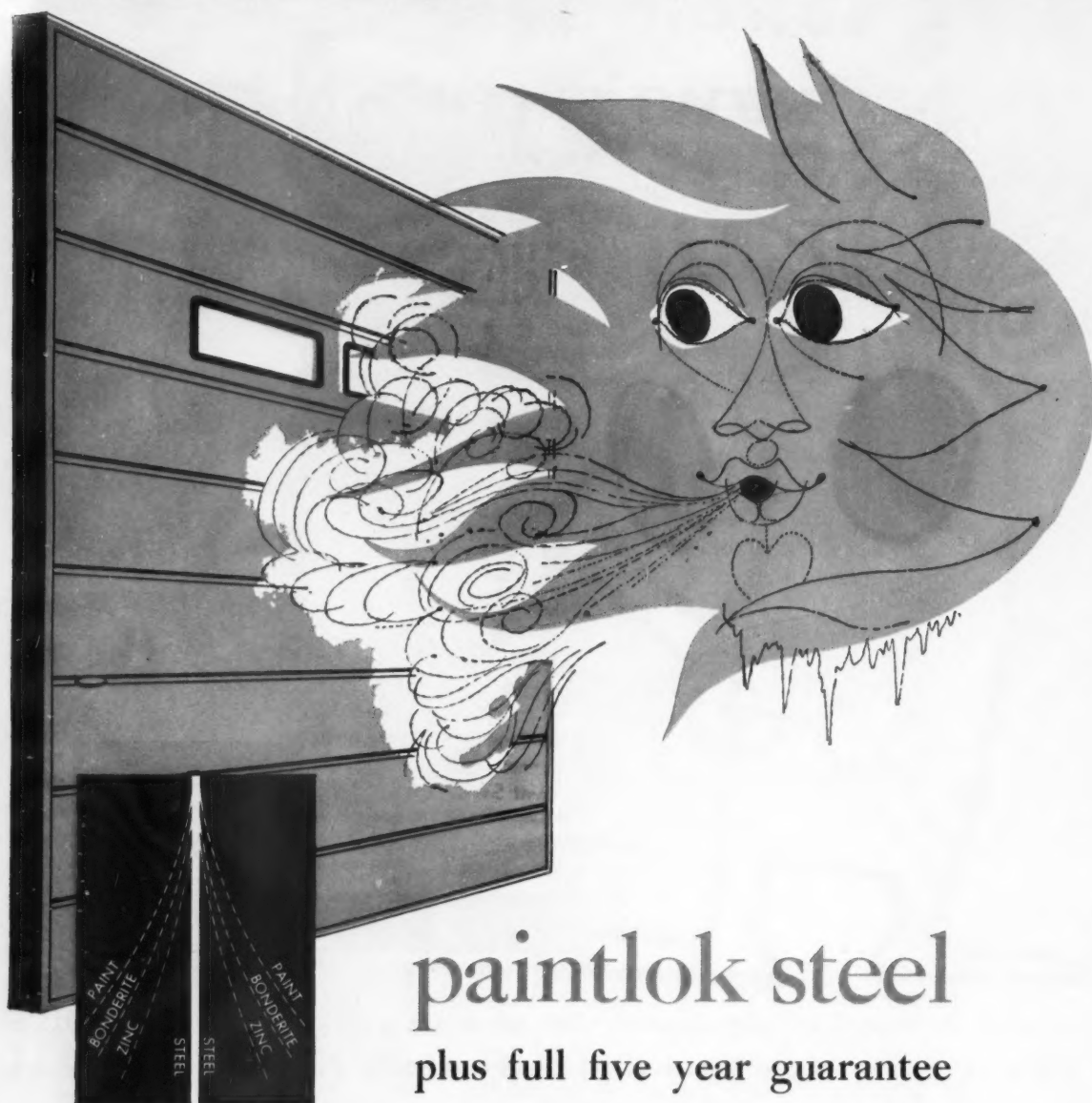
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VAN NUYS, CALIFORNIA

SAN LEANDRO, CALIFORNIA
TAMPA, FLORIDA
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CANTON, OHIO

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FEATURE QUALITY AT LESS COST



paintlok steel

plus full five year guarantee

Plus eight other exclusive features! All at a highly competitive price from Berry—world's largest manufacturer of residential garage doors. Each feature helps you impress and sell prospects . . . and helps you keep customers satisfied.

Paintlok steel, for instance, means that Berry doors won't swell, shrink, peel, check or rust . . .

whatever the weather or climate. Easy installation saves time and man power. And you're protected by Berry's five-year guarantee. Choose from one-piece and sectional models in sizes to meet almost any specification. Trim and window lites optional. See your distributor or write: Berry Door Corporation, 2400 E. Lincoln, Birmingham, Mich. In Canada: Berry Door Co., Limited, Wingham, Ont.

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STEEL DOORS

sbs

SOUTHERN BUILDING SUPPLIES

October, 1959

Vol. 14 — No. 10

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The Ridge Tool Company - Sylvania, Ohio, U.S.A.

WHAT'S NEW in Building Trends

Garage Doors Make Year-'Round Playroom

What started out as a summertime porch was, in this instance, easily and relatively inexpensively converted into a practical, year-'round family-playroom — by adding three overhead-action Crawford garage doors to screened openings.

A pair of Crawford two-car Riviera doors were installed on the long side of the porch, a single car Riviera door at the end. So that the family might enjoy all the benefits of a screened-in porch during hot summer months, doors were installed with oper-



ating mechanisms and tracks so they can be raised up overhead out of the way. In the winter, when doors are closed, room is evenly warm and comfortable.

Doors were stained to match the natural wood paneling.

Glass Panel System "Controls" the Sun

A prefabricated curtain wall system which reportedly "controls" the sun is available from the Kimble Glass Co. of Toledo, Ohio.

Called Thinlite, the panel system incorporates all structural members and basic sun-controlling glass tile needed to enclose a building. Built-in prisms in the 2"-thick hollow glass tile reject solar heat, and simultaneously transmit cool, ground-reflected daylight.

Thinlite glass tiles, assembled at the factory into aluminum-framed 2'x4' or 2'x5' panels, install on job site. The panels are fastened to vertical aluminum struts and interlocked with a screwdriver. Weather protection is provided by double-gasketing with both hard and soft Neoprene.

Basic glass panels come in solar-selecting light green, white, and yellow. Special spandrel panels are available in porcelain enamel in a wide range of colors, and in ceramic-face glass in ten colors.

Aluminum Siding Features Vinyl Coating

A house siding made of vinyl coated aluminum promises to simplify home exterior maintenance to an occasional washdown with a garden hose.

Developed and marketed by Hastings Aluminum



Products, Inc., the siding is coated on both sides with a special formulation made with Geon vinyl resin supplied by B. F. Goodrich Chemical Co., before siding is fabricated. The metal then can be formed, bent, punched, and applied to the house without affecting either appearance or weather-resistant performance of finish.

Enamel-like Geon coating, called Superclad, is by Sherwin-Williams Inc. Durability is such that manufacturer warrants finish against blistering, cracking, or crazing for ten years.

Available in white and a variety of pastel colors, siding panels come in 10' lengths with a full 8" exposure for economical applications. Panels lock together to form weather-tight V-groove, so there are no exposed nail heads.

Fiberglass Creates Open-Air Room



An open-air room, adjoining this bedroom, derives its effect from the novel wall of Alsynite Steplap, manufactured by Alsynite Company of America.

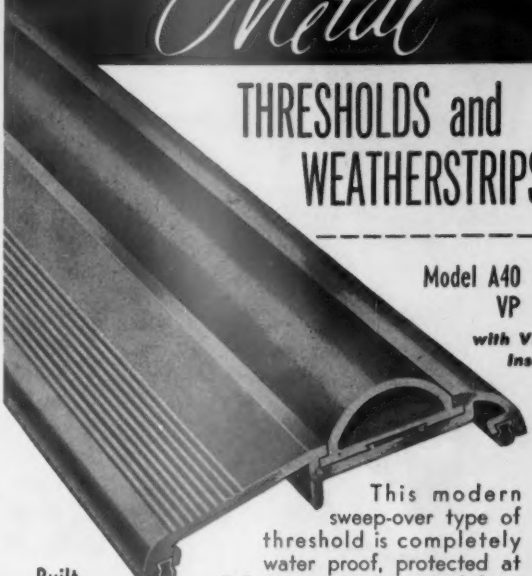
These translucent panels, mounted in redwood frames, provide not only desired privacy, but also soft, glare-free illumination during daylight hours.

A minimum of maintenance is required, and they never need to be painted. Easily installed, they come in a wide variety of colors to match any color scheme.

SOUTHERN

Metal

THRESHOLDS and WEATHERSTRIPS




Model A40
VP
with Vinyl
Inserts

Built for long-lasting satisfaction

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

New—Southern Latch Track



A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it Now"

Bronze W/S

12 coils in handy dispenser with nails.



"Count on Southern"

SOUTHERN METAL PRODUCTS CORP.

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NOW IN BRIGHT, NEW LEAK-PROOF PACKAGES

Your customers will welcome these new leak-proof packages, which end forever the pesky problem of nails or brads slipping through the bottom flap. And you'll find the bright, new two-tone blue color scheme a real eye-catcher—plus a quick way to distinguish brads from nails.

Display a few colorful cartons of DIXISTEEL Wire Nails and Brads on your counter, where customers can see them, and watch how sales climb on these profitable products.

Order DIXISTEEL Wire Nails and Brads from your wholesaler—in the bright, new leak-proof packages.



LEAK-PROOF BOTTOM

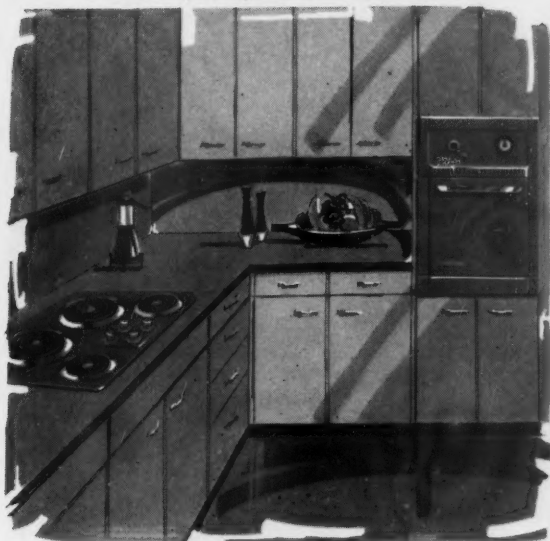
The bottom of this new style package is double-flapped to prevent leakage of nails or brads.

Manufactured only by

Atlantic Steel Company

P. O. Box 1714 • Atlanta 1, Georgia • TRinity 5-3441

FOR \$10,000 HOMES



\$14,000 HOMES



\$18,000 HOMES



AND HOMES OVER \$20,000



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GAS OR ELECTRIC—BEST VALUE AT EVERY PRICE LEVEL

Regardless of the price home, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus*—models available in both *gas and electric* to fit same size cabinet opening — *interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

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Suburban Built-in Ranges ☐ Gas ☐ Electric

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Address _____

City _____ State _____





Fir Plywood Promotion and Research

PERIOD: 1938 through 1959

AMOUNT: \$32,465,580 AND 00 CTS

RESULTS PAYABLE

TO: RETAIL LUMBER DEALERS

DOUGLAS FIR PLYWOOD ASSOCIATION

Q. Who signs the check?

A. The plywood manufacturers

Year after year you have had a steady increase in fir plywood sales. May we ask if you ever wondered how this great increase in your sales happened.

The answer, we think, lies in the 21-year multi-million dollar promotion, research and quality control programs carried on by the better fir plywood manufacturers.

Therefore, if you think well of the results of this industry effort, is it unreasonable to ask you to support these manufacturers by buying only DFPA grade-trademarked plywood?

Your support is vital if these large sums of promotional money are to continue on your behalf.



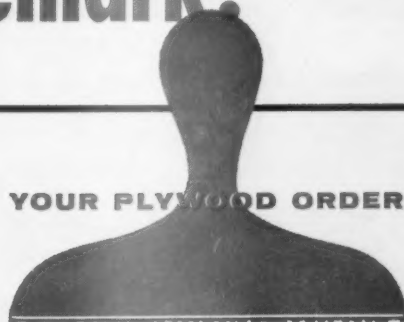
who use this trademark!

ARE YOU USING THIS STAMP ON ALL YOUR PLYWOOD ORDERS?

If not, send for your free stamp today.

It's the best way to make sure you are getting good plywood, manufactured by one of the more than 110 reliable mills* who think enough of your business to give you quality plywood . . . and back it with promotion and research needed to help you sell it properly and profitably.

* Producing 90 per cent of all Douglas fir and Western softwood plywood.



All softwood plywood on this order
must bear DFPA GRADE TRADEMARKS
legibly applied to each panel.

DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA 2, WASHINGTON

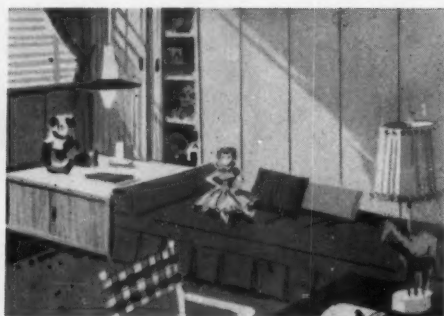
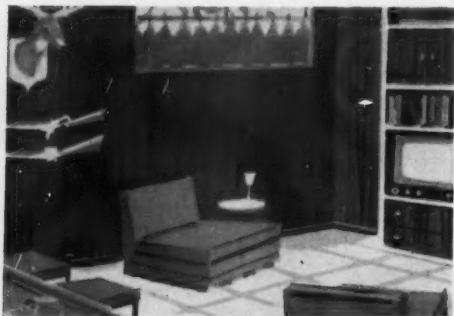
BARCLAY

gives you the most "in-demand"
HIGH PROFIT PANEL

No other panel fits the walls, the living plans of so many houses and families! It's colorful, reasonably priced, endlessly durable. Barclay goes up swiftly over new walls or old. Hides cracks, never needs refinishing or painting.

PRE-SOLD TO BUILDERS AND HOMEOWNERS with extensive national advertising. Barclay's well-known (and exclusive) Melamine-Silicone "590 Process" insures resistance to heat, moisture, grime and stain . . . insures greater customer satisfaction. Panels quick-clean with a damp cloth, look new for years.

Wide range of colors and styles in Tile, Streamline or Solid-tone patterns — 7 varieties of handsome wood grains. Complete literature available for the do-it-yourselfers. And plenty of beautiful profit for you. Contact your distributor now!



THERE'S A BARCLAY SALE FOR EVERY ROOM!



Barclay is the ideal panel for hospitals, schools, institutions and commercial enterprises — go after the remodeling jobs, new buildings too.



BARCLAY MANUFACTURING CO., INC., Dept. SB10, Barclay Building, New York 51, N. Y.

Requires no painting, either prime or finish coat...
a finished sidewall job right as it comes from the bundle.

Autoclaved to prevent shrinking and warping
... Duroc finish seals colors in, dirt out.



Long, 48" design means faster application... only 39 pieces to the square.

AVAILABLE IN
Trend Colors

ANOTHER
RUBEROID
DESIGN...

**FOR VOLUME SALES
WITH PROFIT!**

Autoclaved CLAPBOARD siding

New Trend Colors, Duroc® finish, traditional sidewall design all combine to make Autoclaved Clapboard the big volume seller in siding today. Ruberoid Clapboard is another important part of a complete roofing and siding line that has been serving the industry since 1886... another reason why more and more progressive dealers join the Ruberoid team every year.

And there's more to this story! Ruberoid gives you a complete line of products for every roofing and siding need. National advertising support builds brand recognition and preference. Every merchandising aid you need. Find out why it pays to be a Ruberoid dealer. Contact your Ruberoid representative today. Or write:
The RUBEROID Co.

RUBEROID®

500 FIFTH AVENUE, NEW YORK 36, N. Y.

S B S SIGNIFICANT TRENDS

October, 1959

DON'T LOOK NOW, BUT CONSTRUCTION BOOM is tending to level off. New construction put in place in August was reported officially at 54.9 billions annually, which marks a 1.2 per cent drop from July. August dip marked second decline from June peak of 55.9 billions a year.

Home building has been on the slide since May, when rate was 23.2 billions a year. Rate was 21.9 billions in August. Authorities insist that residential construction dip was to be expected. Home building rate earlier in year was about to set an all-time record.

Tight credit is mainly blamed for building pace slow down. Experience since World War II has so demonstrated. When credit tightens, mortgage lending becomes much less tempting. Builders then find financing difficult. Activity then slackens. Similar pattern appears likely in months just ahead.

'SUDDEN AND UNEXPECTED' TERMITE DAMAGE TO HOMES now is an allowable tax deduction (as a casualty loss) according to up-to-the-minute rulings by the Internal Revenue Service. Termite damage, a formal IRS ruling has it, must occur in a short period of time. IRS has accepted as precedent court rulings allowing deductions in cases where houses were seriously damaged within a few months. Unless damage is "sudden," however, IRS will prohibit any such deduction.

NEW LABOR 'REFORM' BILL, AS VOTE TURNED OUT, was combination of Democrats from 11 Dixie states, teaming up with Republicans from farming and suburban areas of the North, which awarded defeat to labor unions. Dixie states having majority of House members vote for increased union regulation included Texas, Louisiana, Arkansas, Mississippi, Tennessee, Alabama, Georgia, Florida, North and South Carolina, and Virginia.

Here's what new "reform" legislation does for you as an employer:

. . . Protection from "Blackmail" Picketing—Unions are to be curbed from picketing you to compel you to put your workers into unions—unless majority of employees have voted to join.

. . . Relief from Legal "No Man's Land"—State courts or other state agencies are to be allowed to rule on labor disputes that NRLB refuses to consider.

. . . Secondary Boycott Protection—Unions (except in garment industry) are to be prevented from inducing your employees to strike — or from coercing you—where object is to cause your business to stop doing business with another.

. . . Outlaws "Hot Cargo" Agreements—Unions (except in garment industry) can no longer force you to sign agreements not to handle goods from any firm involved in a dispute with the union.

DESPITE STEEL STRIKE AT THIS WRITING, business spending plans continue to expand. Expenditures for new plant and equipment this year are now projected at \$33.3 billion, \$700 million above estimates three months ago, according to government sources. Predictions are that final total may be boosted if the steel strike is settled within next several weeks. The \$33.3 billion forecast, if realized, would be 9 per cent above 1958 outlays of this kind.

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FR 5-8283. President: John Hammerschmidt, Harrison, Ark.

Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GARfield 9-2472. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnol Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArden 2-3761. President: J. E. Griffin, Lake Wales, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: C. Price Berryman, Coffeyville, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: Robert B. Congleton, Lexington, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: Arthur W. Foss Jr., Lafayette, La.

Lumbermen's Association of Texas — P. O. Box 5222, 25th and Lamar Blvd., Austin 31, Texas. Executive Vice-President: Gene Ebersole. Tel. GRGreenwood 2-1194. President: S. S. Forrest Jr., Lubbock, Texas.

Middle Atlantic Lumbermen's Association — 2 Penn Center Plaza, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Harry H. Lott, Winona, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATional 8-6757. President: Herbert W. Blackstock, Seattle, Wash.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Fred Templeman, Enid, Okla.

Southwestern Lumbermen's Association — 512 City National Bank Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: D. J. Fair, Sterling, Kans.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel.: 2-0185. President: H. Alpha Dook, Greeneville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Milton M. Maddux, Marshall, Va.

West Virginia Lumber and Builders Supply Dealers Association — Box 230, Upshur Bldg., Buckhannon, W. Va. State Secretary: Sherman West. Tel. 1414. President: L. Thomas Williams, Elkins, W. Va.



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Manufacturers of America's best selling window screens



Screen specialists since 1923

**Tru-frame.
TENSION-tite®
ROLLAWAY®**



Rudiger-Lang Co.

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7831 Haskell Ave. • Van Nuys, Calif. • TRIangle 3-3937

The biggest news ever in
builders hardware distribution!

Medalist®

DIRECT-TO-DEALER

● DIRECT-TO-DEALER PRICES

NOW — you can purchase nationally-famous Medalist Hardware by National Lock at substantially less cost than lines of similar high quality purchased through jobber distribution. Now — you can compete with distributors who sell direct to your customers . . . and maintain a good profit margin on Builders Hardware.

● DIRECT-TO-DEALER SERVICE

NOW — you can have superior service by ordering from our conveniently located National Lock Company warehouse nearest you. Orders are shipped within 24 hours after receipt in our warehouse. Simplified purchasing and faster delivery schedules are big benefits when you order your hardware stock "all from one source" . . . from Medalist.

● DIRECT-TO-DEALER SALES AID

NOW — you will be contacted regularly by a National Lock Company factory representative who is a trained hardware specialist. He will help familiarize your employees with the quality features of the Medalist line. He will also assist you in utilizing our merchandising and promotion aids to effectively tie-in with the Medalist extensive advertising program beamed to your builder and homeowner customers.

SALES PROGRAM

● 5 WAREHOUSE-TO-DEALER DISTRIBUTION POINTS

NOW — there are 5 National Lock warehouse distribution points located in the heart of 5 major market areas. Each warehouse carries a complete stock of over 2500 items, including NATIONAL LOCKsets, Medalist Cabinet, Builders and Shelf Hardware products, as well as screws and bolts. Ample inventory assures prompt delivery.

- Baltimore, Maryland . . . 405 N. Warwick
- Columbus, Ohio . . . 375 W. Mound
- Minneapolis, Minnesota . . . 2733 28th Ave. S.
- Fort Worth, Texas . . . 4716 S. Freeway
- Rockford, Illinois . . . 1902 Seventh
- Two more are under construction, in Cleveland and Indianapolis
- Three more are on the way

● NEW DIRECT-TO-DEALER CATALOG

NOW — Medalist's new illustrated catalog is available for you. Catalog contains list prices and discounts on all hardware items distributed direct from warehouse to your door. Dealers now using this catalog acclaim it the most functional and convenient in the hardware business today.

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8 WAYS TO PROFIT with Lion Asphalt Roofing Products

Here are eight specialized roofing and waterproofing asphalts that build both profits and reputation for roofers and builders.

Lion asphalt products are of finest quality . . . meeting or exceeding the most rigid U. S. Government specifications.

To learn how you can make extra profits with a small inventory and rapid turnover, mail the coupon today. It will pay you well.

1 LION ROOFING ASPHALT

For hot application. Most economical covering for roofs of large buildings.



2 LION ASPHALT ROOF COATING

Liquid, ready to use. For new roofs or to preserve old ones.



3 LION ASPHALT PLASTIC CEMENT*

For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.



4 LION ASBESTOS ASPHALT ROOF COATING

Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.



5 LION ASPHALT R. D. PRIMER

Serves as primer for hot asphalt application for dampproofing concrete or masonry.



6 LION COLD PROCESS LAP CEMENT

Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.



7 LION COATING NO. 3*

Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.



8 LION BLIND NAILING CEMENT

A ready-to-use compound of asphalt and asbestos fibre which eliminates the need for nailing the lower edge of roll roofing, avoiding leak hazards; also for applying selvage-edge roll roofing and unsaturated felt.



**MAIL THE
COUPON NOW!**

LION OIL COMPANY
Asphalt Sales Section
El Dorado, Arkansas

Please send complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

Name

Address

City.....State.....

*Made under the Process of Patent No. 2393774

LION OIL COMPANY
A DIVISION OF MONSANTO CHEMICAL COMPANY
EL DORADO, ARKANSAS



Member: The Asphalt Institute, College Park, Md.

LIO-5

GATEWAY TO BIGGER SALES IN '60

6th Annual
NRLDA

BUILDING PRODUCTS EXPOSITION

Cleveland, Ohio November 14-17

Plan Now for bigger sales in the 60's

Start by making hotel reservations to attend the industry's most exciting event of the year . . .

MORE EXHIBITS THAN EVER BEFORE

Be first to preview the products you'll be selling in the 1960's.

MORE PRODUCTS IN ACTION THAN EVER BEFORE

- New Materials Handling Program
- "House-in-a-day" Demonstrations
- Fabrication, storage, and handling of component house parts.
- Complete Model Home
- Educational Field Trips
- Home Improvement Package Selling Demonstrations

MORE STIMULATING DEALER PROGRAMS THAN EVER BEFORE

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ATTEND THE ONLY NATIONAL TRADE SHOW PROGRAMMED FOR THE BUILDING MATERIALS DEALER

To sell more in '60 — **START NOW**
Send for hotel reservations today!

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NATIONAL RETAIL LUMBER DEALERS ASSOCIATION

Robert J. McCutchan, Dealer Attendance Chairman
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Please Send: ☐ Hotel Reservation Forms
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Name _____

Firm _____

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Problem:

TO STOCK AND SUPPLY THE FINEST
BRAND-NAME BUILDING MATERIALS
FOR SOUTHERN DEALERS

Solution:

THROUGHOUT THE NATION there are literally thousands of building products manufacturers which produce good products competitively priced. Careful selection of the best of these, considering consumer acceptance, price and supply, has been the purpose of Reynolds Aluminum Supply Company. Within our ten warehouses are vast inventories of building materials and industrial metals from some of the finest manufacturers in the nation. These products are available to you item by item or stack by stack.

RAPID HANDLING of in-warehouse materials is important in any supply operation. Reynolds Aluminum Supply Company warehouses have been completely equipped with modern materials handling facilities — overhead cranes, truck elevators, electric and gasoline lift trucks, and more — all designed to speed up incoming and outgoing shipments. In each of our ten branch locations local handling problems are solved on the spot to meet local conditions. The result is better service and greater savings to you.

140 SERVICE REPRESENTATIVES, working out of ten major warehouses, cover the entire Southeastern area to work with building materials dealers and industrial metals users. These competent product specialists form an unmatched chain that extends from Richmond to Birmingham, from Memphis to Miami to work on the specific details, quotations and delivery schedules you need. Behind these men are product managers and general office personnel who coordinate the inventories and order handling from branch to branch. Every opportunity is taken to provide you with quality products and prompt service.

ON-TIME DELIVERIES are assured by scheduling shipments to fit your requirements. Each warehouse has a fleet of delivery trucks, as well as common carrier loading facilities. You will find that Reynolds Aluminum Supply Company, with more warehouse space, completely stocked with the finest brand-name products, and with more men to serve you than any other similar firm, can assist greatly in your 1959 profit picture. Call in your RASCO man and talk to him about your requirements. He may well solve today's problem and contribute to tomorrow's profit picture for you.

*Write today for the new Fall copy of the
1959 Guide to Better Buying.*



REYNOLDS ALUMINUM SUPPLY CO.

Established 1914

GENERAL OFFICES: ATLANTA, GEORGIA

ATLANTA, GA., 1530 Ellsworth Drive, N.E., SYcamore 4-9511
BIRMINGHAM, ALA., 2828 Fifth Avenue, N., FAirfax 2-5461
JACKSONVILLE, FLA., 1612 E. Eighth Street, ELgin 6-7636
MEMPHIS, TENN., 703 North Royal Avenue, JACkson 5-4717
LOUISVILLE, KY., Fern Valley Road & Crittenden Drive, EMerson 6-0314

MIAMI, FLA., 3690 N.W. 52nd Street, NEWton 5-0647
RALEIGH, N. C., 1431 Courtland Drive, TEmples 4-6221
RICHMOND, VA., 1910 Petersburg Pike, BElmont 2-6748
SAVANNAH, GA., 309 Stiles Ave., ADams 6-2461
NASHVILLE, TENN., Harrison Street at 7th Avenue, ALpine 5-1152

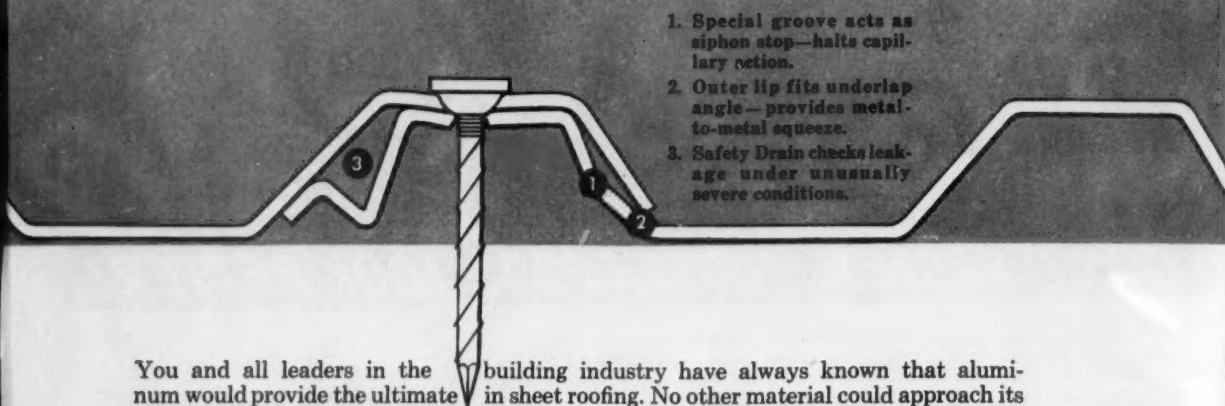


THROUGHOUT THE ENTIRE SOUTH,

Aluminum Sheet Roofing
now attains its ultimate
perfection!

REYNOLDS ALUMINUM RIBBED ROOFING

...with the unique "Rainlock"™



1. Special groove acts as siphon stop—halts capillary action.
2. Outer lip fits underlap angle—provides metal-to-metal squeeze.
3. Safety Drain checks leakage under unusually severe conditions.

You and all leaders in the building industry have always known that aluminum would provide the ultimate in sheet roofing. No other material could approach its natural advantages . . . forever rust-proof and rot-proof, heat-reflecting for greater comfort, easily installed, good looking. What was needed for perfection was an absolutely leakproof side lap . . . and greatly increased strength.

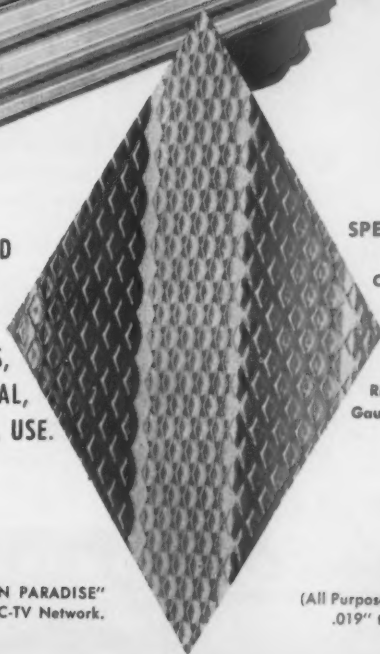
Now this ideal is achieved! Reynolds "RAINLOCK" side lap stops siphoning before it starts . . . with an extra drain as added safety check. Sheet is designed for top-of-rib nailing only . . . none of the trouble and damaged material that can result from side-of-rib nailing. And with "RAINLOCK," top-nailing actually "squeezes" the lap tighter.

The strength of this new sheet is sensational . . . achieved by alloy, by gauge, by extra rib depth and by an Edge Stiffener which prevents sagging or "dog-earing" of the leading edge during handling. See the load tables in your product brochure! And remember, this sheet gives full 48" coverage . . . that means eighteen "backbones" for each width! Contact your supplier! Reynolds Metals Company, Richmond 18, Va.

REYNOLDS ALUMINUM SUPPLY CO



**DIAMOND-EMBOSSED
PATTERN... HANDSOME,
GLARE-FREE! .0215" THICKNESS
ONLY... FOR FARMS,
LIGHT COMMERCIAL,
RESIDENTIAL USE.**



SPECIFICATIONS:

Coverage: 48"
Formed Width: 50" nominal
Lengths: 6', 7', 8', 9', 10', 11',
12', 13, 14', 15', 16'.
Rib Pitch: 2.67"
Rib Depth: 9/16"
Gauge: .0215"



See Reynolds shows—James Michener's "ADVENTURES IN PARADISE"
Monday nights and "ALL STAR GOLF" every Saturday ABC-TV Network.

(All Purpose Rib Roofing also available...
.019" thickness, stucco embossed.)

COMPANY HAS THE FINEST BUILDING

GER-PAK—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM

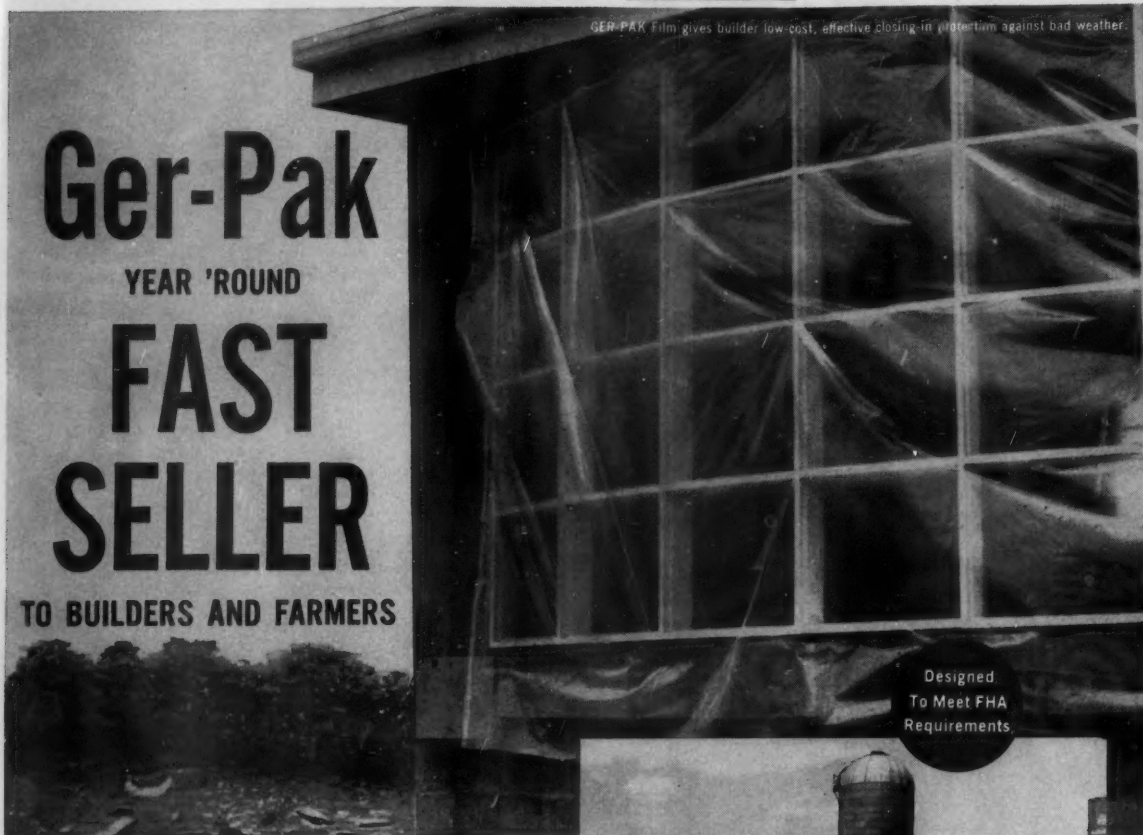
Ger-Pak

YEAR 'ROUND

FAST SELLER

TO BUILDERS AND FARMERS

GER-PAK Film gives builder low-cost, effective closing-in protection against bad weather.



Designed
To Meet FHA
Requirements.

Make every season a selling season! Feature versatile GER-PAK Film to both your builder and farmer customers. It's loaded with month-in, month-out business-boosting uses. Such as closing-in unfinished windows, doors and other openings for protection against bad weather . . . or for making trench, bunker or crib silos as well as tower silo caps. Dozens of on-the-job and on-the-farm applications make GER-PAK Film a fast mover for you. Order a supply from your Reynolds Aluminum Supply Company today!

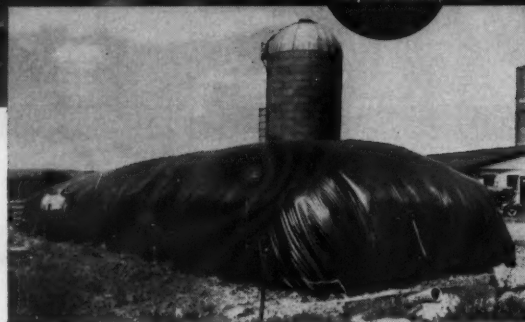
NEW, COLORFUL ADVERTISING—Pre-sells in the most-read, most-influential architectural, builder and farm magazines.

FREE SALES AIDS—Counter cards, swatch cards, displays, ad mats and other valuable aids available through distributors.

LARGEST SELECTION OF WIDTHS—From 10 in. up to 40 ft. wide.

CHOICE OF COLOR—NATURAL, opaque WHITE, sunlight and weather resistant BLACK.

EASY-TO-HANDLE PACKAGING—Even 40 ft. widths come conveniently packaged in 10 ft. cartons.



GER-PAK Film Covers hold silage and nutrient losses to a minimum.



Moisture-vapor
barrier



Greenhouses



Materials cover



Under Slabs

GER-PAK®

Virgin Polyethylene Film
Gering Products, Inc., Kenilworth, N.J.

—CLIP AND MAIL NOW!—

Reynolds Aluminum Supply Co., P.O. Box 1367, Atlanta, Ga.
Please send me complete information and samples of
GER-PAK polyethylene film and Miracle Tape.

Name _____

Address _____

City _____ Zone _____ State _____

My distributor is _____

IG MATERIALS FROM THE NATION'S

MODERN AS TOMORROW

The "Trylon"

TAPERED ALUMINUM COLUMN

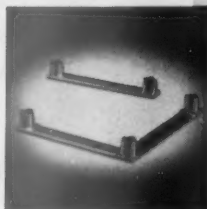
Ideal for: AWNINGS • PORCHES • CARPORTS
PATIOS • ROOM DIVIDERS

Now! Slim, balanced beauty of contemporary styling *plus* charm and grace of wrought iron posts—this is the new "Trylon". Tapers from 8" at top to 2" at bottom. Available in either mill finish or black or white baked enamel for full weather resistance. No rusting—no painting. Of 1" square, .040 aluminum tubing, the "Trylon" is engineered for maximum support and easy installation. Corner and center posts available in 7', 8' and 9' lengths. Competitively priced. Shipped completely assembled with aluminum bottom mounting bracket already secured for fast installation.

WRITE FOR SPECIFICATIONS AND PRICES

The "New Orleans" at far right—Black anodized deluxe corner post. Center posts also available. Natural finish and black or white painted or anodized finish, standard and deluxe scrolls. All feature new brackets shown at right.

All new aluminum "plug-type" mounting brackets for corner and center posts. Lowest cost on market—trouble-free, time-saving installation.



*Distributed And Stocked
Throughout The South By*

**REYNOLDS ALUMINUM
SUPPLY CO.**

Yeck **MANUFACTURING CORP.**

Metal Building Specialties

DEPT. SBS 1059 DUNDEE, MICHIGAN

'S MOST RELIABLE SUPPLIERS

Now

Reynolds Aluminum Supply Company

Offers You

Lifeguard[®]

ALUMINUM

WEATHERBOARD SIDING

Beautiful, colored baked enamel aluminum siding is becoming more popular every day for both new homes and for remodeling of old homes. Now you can capitalize on this popularity by stocking and selling LIFE-GUARD Weatherboard Siding.

BAKED ENAMEL FINISH

Lifeguard aluminum sheets from Reynolds Lifetime Aluminum are precision formed on pressbrakes, then the spray-coated DuPont enamel finish is baked on for years of trouble-free beauty.

POPULAR STYLE

Lifeguard horizontal siding is easily, quickly applied with an 8" wide panel. The long, low look for today's modern homes is achieved in style. Barn batten design vertical siding is available.

STRIKING COLORS

Lifeguard is available in ten striking colors that offer your customers long-lasting beauty. Lifeguard saves the cost of painting in addition to providing a handsome siding that will not rust, or rot.

COMES COMPLETE

Lifeguard has everything for the complete job: side panels, trim, corner posts, louvers, complete accessories. Notched ends of panels overlap to give a water-tight closure.



REYNOLDS ALUMINUM SUPPLY COMPANY
P.O. Box 1367, Atlanta, Georgia

Please see that I get complete details and information on Lifeguard Aluminum Siding. I understand there is no obligation.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Lifeguard Industries, Inc.

2425 Gilbert Avenue, Cincinnati 6, Ohio

10 REYNOLDS ALUMINUM SUPPLY

for the
best roof
over
anybody's
head...



New Fry "Shado-Bilt" shingles designed to create a striking 3-dimensional effect. Natural slate, dark colored top strip shows through the shingle cutouts giving the roof an appearance of depth. 13 attractive colors!

Rest Easy...sell FRY 3-D SHADO-BILT 290 lb. ASPHALT SHINGLES

DESIGNED to create a three dimensional effect...it's the roofing style demanded by home-builders everywhere!

GUARANTEED to last...a 20-year bond covers both labor and materials!

SELLS for more profit to you on each sale...and more sales from satisfied customers!

You sell more than a good roof when you sell FRY 3-D "Shado-Bilt" shingles. With each sale your customer gets a 20-year bond covering replacement costs for both material and labor, giving him a roof of quality and guaranteed to last. Too, with each sale you are building your reputation as a dealer of quality products—this is a business building program paving the way for growth.

SEE YOUR NEAREST FRY DISTRIBUTOR
FOR ALL YOUR ROOFING NEEDS



LLOYD A. FRY ROOFING COMPANY

World's largest manufacturer of asphalt roofing and allied products—
19 roofing plants strategically located coast to coast
GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

PLY COMPANY WAREHOUSES SERV

WALLACE

PRE-FINISHED

WALL PANELS

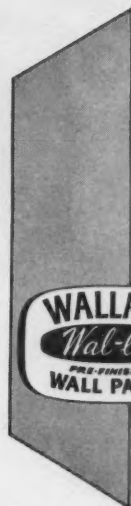
The 4 Top Quality — Top Profit Lines!



Baked Finish
In
Tile
and
Smooth



Baked Finish
In
Tile
and
Smooth



Baked Finish
In Tile,
Parallel Line
and Smooth



Pre-Finished
Wood Grains
In
Plain and
Grooved



Sale Maker Display Helps You Sell More

This floor or counter top display unit shows 12 large actual samples of Wallace-Ply. Measures 12 x 40 inches to permit easy viewing from both sides. Requires only one square foot of floor space. Units also available for baked finish lines. Let us tell you how to get yours.



There's a good profit to you in selling these top quality panels. Let your customers choose from the wide selection of designs and many popular colors.

Ideal for

**OLD OR NEW WALLS IN
HOME, SHOP OR OFFICE**



MANUFACTURING COMPANY

10th & Fayette, North Kansas City, Mo.

E THE ENTIRE SOUTHEAST WITH S

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER!

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER...COST LESS!

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER...COST LESS...LOOK BETTER!

Sell the line that keeps your customers satisfied! Here are the facts... Glumac Units are made in long lengths for speedy application. Produced in two styles and three sizes, they can be used on all types of structures from garages and cottages to the finest homes in your community.

Glumac Units have about the lowest applied cost of any siding material. The builder saves money on each house...you make your full profit! Completely stained at the factory and with colored nails packed in each carton, Glumac Units are finished in 12 beautiful colors or they can be obtained primed for finishing on the job.

Contact your nearest Shakertown distributor or send the coupon today for full details on this nationally advertised siding material.

Send today for
your free copy of the
*Shakertown Color
Ideabook*



Shakertown Corporation
Department SB-109
20310 Kinsman Road • Cleveland 22, Ohio
Please send me the Shakertown Ideabook.

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COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

6282-11T

Shakertown®
CORPORATION



Shakertown Regular, DeLuxe & DeLuxe Jumbo GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS

SPEED, ECONOMY AND EFFICIENCY



"Yes... A QUALITY WINDOW PRICED FOR VOLUME SALES!"

Obvious beauty and quality — that's Reno CS — the amazing window value within the price range of every home builder. Features built into these units are normally found only in the more costly lines. For example: Western Ponderosa Pine treated with preservative according to National Woodwork Manufacturers Association's standards; complete factory applied weatherstripping and spring balanced sash.

The manufacture of Reno CS conforms to Commercial Standard CS 190 and is readily available in a wide selection of styles and sizes for practically every use.

Write for full details or see your local dealer.

MW *Distributors*
ROCKY MOUNT, VIRGINIA



INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Weyerhaeuser Changes Name; Drops 'Timber'

"Timber" was dropped from the name of Weyerhaeuser Timber Co. on September 1.

Simultaneously, Weyerhaeuser adopted a new symbol for its products from plants in 26 states — an abstract tree within a triangle.

Commented President F. K. Weyerhaeuser: "When the company was formed 60 years ago, it was exclusively in the business of managing timberland. Timber is still our basic resource, but its use in the company title does not indicate adequately the wide range of products we now manufacture."

Applying only to parent company and Weyerhaeuser Sales Co., name-change initially was approved by shareholders in May. Other subsidiary companies will retain their names.

On October 1, Weyerhaeuser Sales Co. operations will become part of the Lumber and Plywood Div. Kieckhefer-Eddy Div. title, created in 1957 by merger of Kieckhefer Container Co. and Eddy Paper Corp. with Weyerhaeuser, will be discontinued.

July Construction Chalks All-Time High Record

July contracts for future construction in the United States rose to new all-time high for month, rising slightly above previous July record set last year, reported F. W. Dodge Corp., construction news and marketing specialists.

Impressive gains in single family houses, together with increases in all non-residential building types, boosted construction contracts in July, 1959, to \$3,656,537,000, up one per cent over July, 1958.

Dodge Index of construction contracts, seasonally adjusted, was reported at 289 in July (1947-49=100), compared with 288 in June and 259 in May of this year.



ROBERT E. PAINE has been appointed director of public relations for the National Retail Lumber Dealers Assn. Paine assumed new duties September 1, headquartering at the Association's Washington, D. C., offices. He most recently has been with the public relations department of the American Automobile Assn., prior to which he was a staff member on the Washington Post and Times-Herald.

Koppers to Build, Operate Alaska's First Wood-Plant

Koppers Co., Inc., of Pittsburgh, Pa., has begun building and will operate the first wood preserving plant in Alaska, the 49th state.

Douglas Grymes Jr., vice-president and general manager, said Koppers has started erection of a plant at Whittier, Alaska, on property leased from the Alaska Railroad, adjacent to property of Columbia Lumber Co. Plant should be in operation by July, 1960, Grymes said.

Major customers for pressure-treated wood products to be produced in plant at the beginning of operation will be a dozen or more publicly-owned utilities, Alaska Railroad (government - owned) which has been using approximately 65,000 pressure-creosoted ties annually, and Columbia Lumber. Pressure - creosoted piling for marine installations also will be supplied to Alaskan users. Rapidly growing demand for pressure-treated wood in Alaska also seems assured in line with that state's swift development, Grymes said.

Oklahoma Dealers Receive \$400,000 in LIC Loans

Loans amounting to \$400,000 have been processed for members of the Oklahoma Lumbermen's Assn. through Lumbermen's Investment Corp. This reportedly constitutes about half of the amount already received by members.

Henry Bernauer, Oklahoma LIC manager, made the announcement at OLA's mid-year board of directors meeting at Lake Murray, during August.

Three directors were appointed to serve OLA as LIC board members. They are Waldo Voorhies, Muskogee; Fred Templeman, Enid; and Alfred Leonhardt, Oklahoma City.

OLA directors appointed for the next three years are, for District One, O. L. Bynum, Blackwell; District Two, Ivan Fyfe, Muskogee; District Three, Louis P. Stevenson, Poteau; District Four, Lee Melton, Shawnee; District Five, William J. O'Connell, Norman; and District Six, Roy Goodin, Weatherford.

Ronald Ridgway was named to complete the term of his late father, H. R. Ridgway.

Flintkote Co. Files Patent On New Production Method

Utilizing bagasse, waste by-product of sugar production, in manufacturing insulation board, Flintkote Co. recently filed the first patent application from the State of Hawaii at the U. S. Patent Office, Washington, D. C.

Developed by 55-year-old Korean native, Sung H. Cha, new method is designed to reduce production costs, resulting in better insulation board. Cha, research and quality control director at Flintkote's Hilo plant, has been identified with the insulation board business in Hawaii since its inception there in 1932.

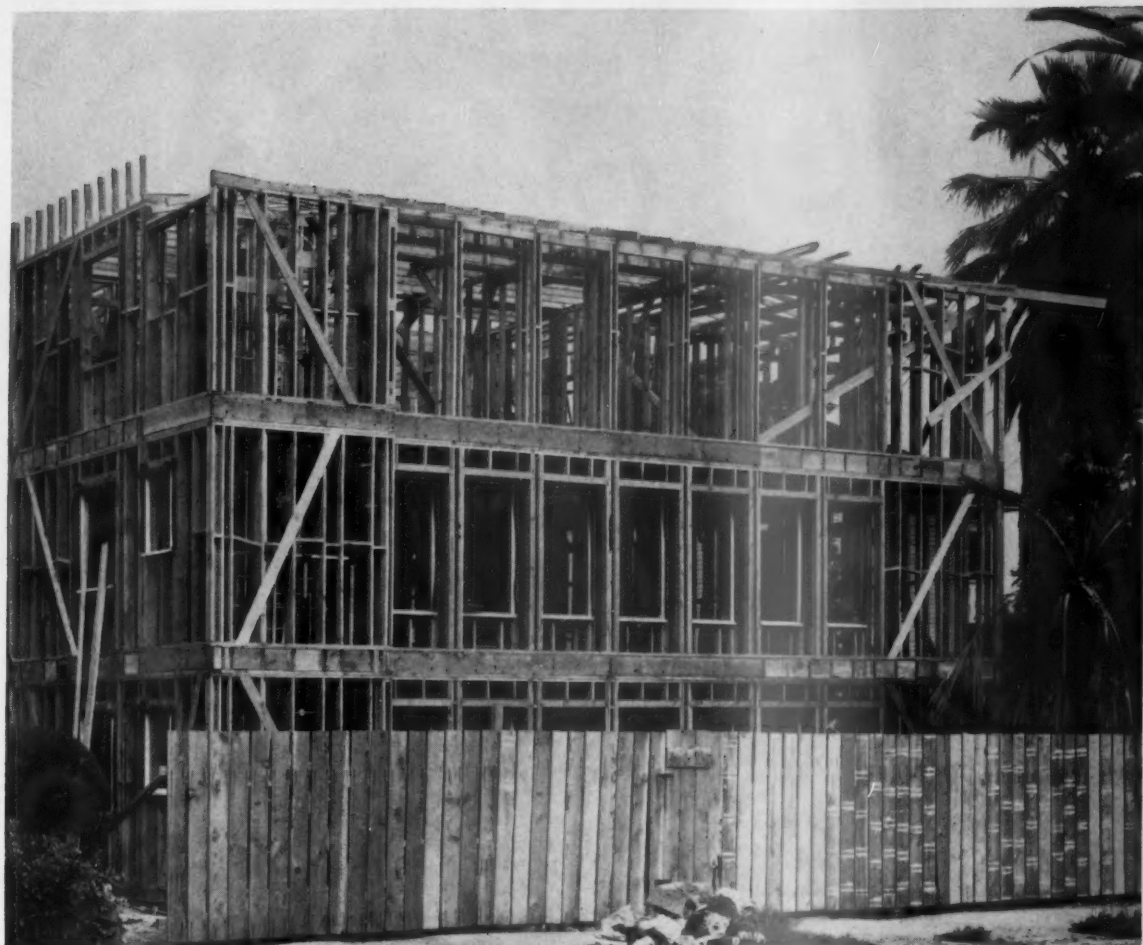
Flintkote's Hilo plant contributes more than \$1-million a year in payrolls, sending its insulation board to 13 western states, now including Hawaii and Alaska, where it is used as structural, decorative, and acoustical building material.

For rugged framing...

suggest **DOUGLAS FIR**



the nation's first-line wood for structural purposes



DOUGLAS FIR—for built-to-last framing. More than any other single property, the strength of Douglas Fir accounts for its large use volume. For beams, posts, stringers and other structural purposes, it is manufactured in stress grades designed for ready and predeterminable use to sustain any given load. The straightness, stiffness and nail-holding power of Douglas Fir also add to its excellence as a construction material.

For interior trim, mouldings and millwork, Douglas Fir combines long-lasting service with pleasing appearance.



Write for **FREE** illustrated book about Douglas Fir to:
WESTERN PINE ASSOCIATION,
Dept. 704-K, Yeon Building,
Portland 4, Oregon.



Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement
**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow



4' HIGH BY 6' WIDE

BOOST YOUR YEAR-END SALES TO A NEW HIGH



Sell patterns, materials and paint this tested way

For four consecutive years, dealers in all parts of the country have been building up their year-end sales—with a new source of profits... They sell Easi-Bild* Patterns for popular, big Christmas figures and displays. Each pattern includes its full bill of materials and paints—which are also sold by you. Every home, civic group, church, club and retail establishment is a prospect for one or more of these figures and displays.

The full-size pattern is simply traced onto $\frac{1}{8}$ " weather-proof Homasote, cut out with a key-hole saw and finished according to a foolproof, completely specified, painting scheme. The method is quick and easy—the results are truly professional.

There are also patterns for two motion displays (Santa Waves and Galloping Reindeer)—each 4' high and 6' wide.

With these you also sell motors and linkage kits.

Sell 5' x 8' Homasote as train boards. For Christmas tree platforms—simply cut Homasote to size desired. (No patterns required.) These are always in demand.

Get your patterns in and on display now! Extensive advertising is appearing—throughout October, November and December—in *Popular Mechanics*, *Popular Science*, *Mechanix Illustrated*, *Science & Mechanics*, *Family Handyman*, *House & Garden*, *House Beautiful* and *Maclean's Magazine*.

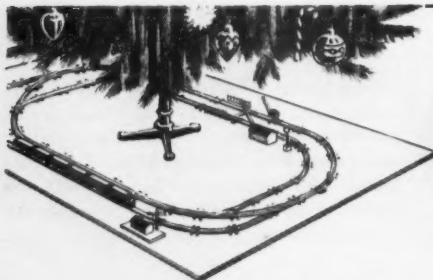
Write or wire us for full details. Please address Department K-27.

*T.M. Reg. Easi-Bild Pattern Company

HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 12, Ontario



48" HIGH



40" HIGH



40" HIGH



4' WIDE



Exclusive! Back is grooved to "balance" surface striations, resist warping. Rounded striations are snag-proof.

*U. S. Patent No. 2,782,468

Only Georgia-Pacific adds a handsome sand-colored topcoat to Striated plywood! And this pre-painted paneling costs no more than unfinished competitive products. The plastic resin-base paint coat serves as a finish for either exterior or interior use—or as a base coat for custom colors. For details and sample of this low-cost paneling, call your local G-P source or write today.

"See the Georgia-Pacific exhibit in NRLDA show booth No. 1034"



GEORGIA PACIFIC

Dept. SBS1059, Equitable Bldg., Portland, Ore.
Plywood & Redwood • Lumber & Hardboard • Pulp & Paper

Please send information and sample of new Factory-Coated Striated.

NAME

FIRM

ADDRESS

CITY STATE

There's nothing in the world like wood

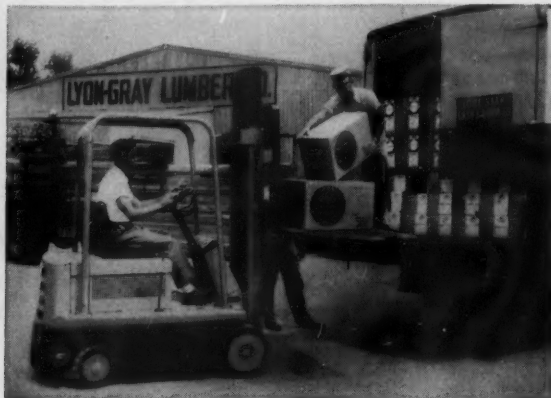


"We can thank our wholesaler for the big business we're doing in Armstrong ceilings"

says Homer DeFord, Lyon-Gray Lumber Company, Dallas, Texas



"Our wholesaler is the key. For us, the difference between just being in the ceilings business and making a big success of it has been our wholesaler, the Lone Star Sash and Door Company of Dallas. The service and help Lone Star Sash and Door have given us have made Armstrong ceilings one of our fastest moving and most profitable product lines.



"They get us three-day shipment on big orders. We used to wait six or eight weeks for part-car delivery from manufacturers. When we order a part car now, Lone Star Sash and Door combine it with their warehouse order and Armstrong ships it in three days. By working with our wholesaler, we can buy small quantities more often and get fast turnover.



"Their fill-in service is terrific. When we get a run on a particular item or an order for something we don't stock, we can still make the sale. The Lone Star Sash and Door Company get it to us fast out of warehouse. We depend on them for a complete stock—they keep 23 different Armstrong ceiling items on hand and we have to stock only 10.



"They show us how to merchandise ceilings. When we first took on the Armstrong line, Lone Star Sash and Door built us a big display and helped us put it up. Ever since then, they've brought us all Armstrong's merchandising aids and even trained our countermen to use them to build sales and make Armstrong ceilings big business."

The Armstrong Cork Company sincerely believes that the wholesaler is vital to the growth and prosperity of the lumber dealer. That is why Armstrong Building Products are sold only through established wholesalers. For the address of the one nearest you, write Armstrong Cork Company, 3910 Ramsey Avenue, Lancaster, Pennsylvania.

Armstrong BUILDING MATERIALS

Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings

GULF LUMBER COMPANY

187 SOUTH MAIN ST. P. O. BOX 867

CLUTE, TEXAS



TELEPHONE: ANDREW 5-3581
IN NO ANSWER CALL CYPRESS 7-7793

The Flintkote Company
1801 Prudential Building,
Houston 25, Texas

Gentlemen:

Here is good news for you.

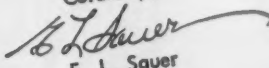
Having heard through Geo. C. Vaughan & Sons that your Seal-Tab shingles had proven themselves in the disastrous tropical storm at Cameron, La., we decided to sell them.

We are glad we did, for tropical storm "Debra" passed through here on July 24, 1959, causing much damage to buildings and trees.

Texas Better Homes Building Corp., Lake Jackson, Texas, our largest customer, used your Seal-Tab composition shingles on 51 new houses, ranging in price from \$11,500.00 to \$27,500.00. These houses came through the storm without the loss of a shingle.

Our local advertising has stressed these results since the storm with pleasing results.

Cordially,


E. L. Sauer
President

FLINTKOTE SEAL-TAB SHINGLES

PROVED BY

HURRICANE DEBRA!

Read this unsolicited letter from a Texas lumber dealer telling how Seal-Tabs stayed sealed down under the big blow. Then ask yourself: "Isn't this the shingle I want for my builder customers?"

For particulars on Flintkote Seal-Tab Shingles, details on price, delivery, see your Flintkote representative or write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.



America's Broadest Line
of Building Products

INDUSTRY NEWS

(Continued from page 26)

Binswanger Glass Merges Four Firms Having 34 Branches in Dixie States

Formation of Binswanger Glass Co. — bringing together into one corporate structure four companies, operating 34 branches in 16 southern and southwestern states, with capital funds of over \$8 million — became effective on October 1.

Growth of flat glass business, together with development of new associated products in metal, plastic, wood, and wide range of fabricated building materials, stimulated this merger of widespread independent units of the corporation, it was stated.

Growing out of a small retail glass store established in Richmond, Va., in 1872 by the late Samuel Binswanger, combined wholesale warehouses, retail glass shops, factories, glazing organizations, erectors, truck fleets, and offices now total 1,073 employees.

No public financing is contemplated,

as funds for present needs are adequately provided for, according to Sam E. Binswanger, board chairman of the expanded and merged company.

Various Consultants Involved

Consultants advising Binswanger companies on various merger phases included New York firms of Lehman Brothers, on financial matters; Ernst & Ernst, certified public accountants, on accounting methods and procedures; Cresap, McCormick and Paget, management consultants, on organizational matters; and Cleary, Gottlieb, Friendly and Hamilton, on legal matters.

Binswanger organizations reportedly are the largest distributors of Libbey-Owens-Ford glass products throughout the South. They started with glass, the backbone

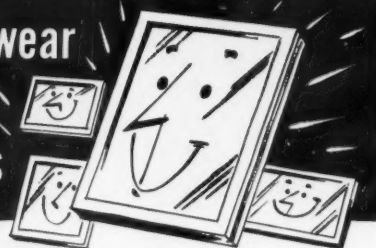
of their operations for many decades. They were among the first to distribute window glass manufactured by the former Libbey-Owens Sheet Glass Co.

Recognized Officers

Under merger plan, in addition to Chairman Sam E. Binswanger, officers of Binswanger Glass Co. will be Millard I. Binswanger, president, and Thomas L. Vincent, vice-president and Eastern Division general manager, both of Richmond; Hugh Banner, Houston, vice-president and general manager of Southwestern Division; Milton S. Binswanger Jr., Memphis, vice-president and general manager of Central Division, and Dave A. Parker, Richmond, secretary and treasurer.

Directors will include Jerome J. Frank, Dallas; Carl J. Herman Jr., Houston; Chairman Sam E. Binswanger and President Millard I. Binswanger; and Vice-Presidents Hugh Banner, Houston, and Milton S. Binswanger Jr., Memphis. (More INDUSTRY NEWS on page 60)

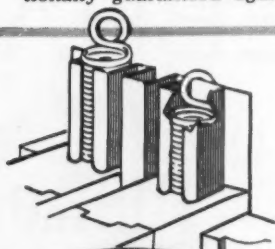
The Happiest Windows in all of Dixie wear **MASTER METAL** Weather Strips and Sash Balances



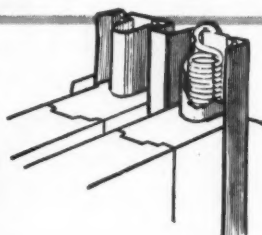
Quality and Profit-Conscious Dealers Insist on Selling MASTER!

MASTER... the original maker of the spring type sash balance... produces units that install faster and easier... operate more efficiently... resist weather and wear longer than any other. Unconditionally guaranteed against defects in material

and craftsmanship. A MASTER dealer also receives service second to none. All these selling points of advantage are yours... at the same price you pay for imitations. Write or phone for complete details on this quality, profitable line.



MASTER-MATIC is the deluxe model featuring construction quality beyond compare. It's made of heavier gauge metal than any other make. It's the ideal one piece combination model to cut window costs, greatly improve window quality.



MASTER-THRIFT is the perfect budget priced model one-piece economy unit for pre-fit windows. It offers all the built-in advantages of the proven Master line, plus it's efficient and easy to install.

MASTER
TRADE MARK

MASTER METAL STRIP SERVICE, INC.
1718 N. Kilbourn Ave., Chicago 39, Ill. Phone: CApitol 7-1940



HAGER

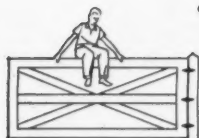
Twister Resister



**the improved tornado hinge
built to battle a 200 mph blow
and still come back swinging!**

Hager's Twister Resister
sells itself for any and all
outdoor applications

- SHED
- BARN
- CYCLONE CELLARS
- HOUSE
- GATES
- ON THE FARM
- OR IN THE CITY



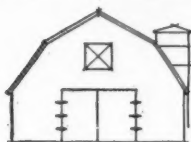
NO SAG

hinge won't shear from gate



NO BREAK

withstands 1495
pound "load" per hinge



RUST-RETARDING FINISH

protective oil and wax
coating retards rust formation

**Don't ask for "Strap or T"—Hinges ... get Hager
TWISTER RESISTERS**



EVERYTHING HINGES ON Hager!



When violence struck St. Louis at 2:15 a.m., Feb. 10,
1959 ... 4,000 buildings suffered \$12,000,000 damage.
**But note the Hager Hinges keeping the door in
perfect alignment with its frame.**

EVEN A 200 MPH TORNADO WON'T MAKE IT WILT!

Just how husky is Hager's new, improved TWISTER
RESISTER? Civil Engineers calculate that the shearing
force of a 200 mph tornado on the hinges shown in the
illustration was at 1,040 pounds per hinge.

And Still They Held!

According to impartial tests by an independent testing
Laboratory these 6" Hager Hinges will withstand an
additional 455-pound load before failure. Ordinary or
extra-ordinary loads just can't faze this huskiest hinge.

**HAGER—and only Hager makes this husky
TWISTER RESISTER for all outdoor applications**

AMERICA'S MOST DISTINGUISHED LOCK BRAND

SCHLAGE



We sell Schlage Locks in all three price ranges with complete confidence

JACK LEVINE, Vice-president and General Manager • Acme Hardware, Los Angeles

Speaking from his 32 years of experience in the hardware business, Mr. Levine has this to say about Schlage:

"Schlage is without doubt the best product in its field. We sell Schlage Locks in all three price ranges with complete confidence—the heavy-duty line for commercial builders, the standard line for fine residences and the low-cost line for the budget builder.

"There is no product on the market as trouble-free as Schlage and they are so versatile for different functions. Schlage's style

is wonderful and the safety factor is unparalleled. Competitors have often imitated Schlage but they have never succeeded in duplicating them."

• • •

See how Schlage can help you expand your sales to builders with its time-proven complete line. See your Schlage representative or write P.O. Box 3324, San Francisco 19, California. Schlage Lock Company...San Francisco...New York...Vancouver, B.C.

Boost your remodeling sales with **Georgia-Pacific Family-Proof Paneling**

Here's genuine hardwood plywood paneling that adds new distinction to a home, yet stands up to family living! That's why your remodeling customers want Georgia-Pacific Family-Proof Paneling. Quick and easy to install, it's guaranteed for the life of the home.

"Family-proof" finish protects the wood more completely than any other finish ever developed.

Resists scuffs, soil, stains. Fingermarks, crayons, ink, paint wipe off. Hair tonic, household chemicals, hot grease, boiling water are harmless.

For complete information on Family-Proof Paneling, call your local Georgia-Pacific source or write today.

See the Georgia-Pacific exhibit in NRLDA show—booth #1034

Georgia-Pacific, Dept. SBS1059,
Equitable Bldg., Portland, Ore.

Please send me ☐ information on Georgia-Pacific
Family-Proof Paneling.
☐ details on new floor display

Name_____

Firm_____

Address_____

City_____ Zone_____ State_____

GP GEORGIA-PACIFIC

GEORGIA-PACIFIC PRODUCTS

Handsome display makes it easy for your customer to choose the color and grain she likes best. Big samples, illuminated installation transparencies, literature to help her plan. Display stands 5' wide by 6' 10" high by 29" deep.

WHY LUG LONG ROLLS?

Kordite polyethylene sheeting in *short packs* is easier to handle, display and sell!



KORDITE'S EASIER TO HANDLE... for you and your customers. A Kordite carton holding a 16 ft. x 100 ft. roll is only 4 feet long, can be carried by ONE MAN instead of two! For emergency pickup, you can even put a few rolls of Kordite in the front seat of your car.



OTHER BRANDS ARE BULKY AND HARD TO HANDLE. It takes two men to handle other brands of 16 ft. wide polyethylene sheeting. These brands are harder to store and transport but KORDITE'S COMPACT PACK takes less space in warehouse and delivery truck.



EASIER TO DISPLAY. Every roll is packaged in a handy *dispensing* carton. Film pulls out like wax paper. Carton serves as a colorful in-store display. Picture story on box sells 101 product uses.



EASIER TO SELL. Kordite film is printed with footage, width, and gauge markings. This makes it easier to measure and cut.

Distributed by:

FREE! EXTRA SALES AID

Kordite's exclusive self-service display rack, worth \$11.50, lets you sell polyethylene sheeting by the foot. It's yours free when you purchase an assortment of Kordite rolls.

ADDISON & RUDESAL, INC.
Atlanta, Ga.

BUILDING PRODUCTS CO.
Baton Rouge, La.

CENTRAL WOODWORK, INC.
Memphis, Tenn.

HUTTIG SASH & DOOR CO., INC.
Knoxville 3, Tenn.

JACKSON WHOLESALE BUILDING MATERIALS
Jackson, Miss.

ROANOKE SASH & DOOR CO., INC.
Roanoke, Va.

SASH, DOOR & GLASS CORP.
Richmond, Va.

SCOTT SASH & DOOR CO., INC.
Little Rock, Ark.

SOUTHERN SASH & DOOR CO.
Greenville, S. C.

WIDES MATERIALS COMPANY
Lexington, Ky.

KORDITE CORPORATION, MACEDON, N. Y. (Plants in Jacksonville, Ill., and Woodland, Calif.)

BEST IN A JAMB

Reliable Protection—
Anyway you
want it!

Pioneers in weather strip development for nearly 60 years, Dennis today offers one of the industry's most complete lines of *quality* striping—in metal, felt, rubber or combinations thereof. Well known and well regarded by users everywhere.



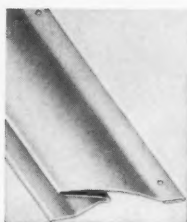
**Jamb
Liners**

One piece full jamb liners. Made of finest aluminum. Adaptable for use with any type of sash balance. Spring-flex combination jamb liner and sash balance available, cut and notched to your specifications.



Kerf Weather Strip

Available in a wide selection of shapes, assuring a successful solution to any window or door kerfing problem. Made of highest quality spring aluminum or spring bronze if preferred.



Nail-On Strips

A wide choice of practically developed strips for any window or door application. Available in spring aluminum and spring bronze.

Bonderite Vinylume Finish

Dennis weather strip is also available in Bonderite Vinylume finish—the superior new metal coating process. This long lasting protective finish provides a uniform, satiny appearance and eliminates corrosion, "blackoff," and other undesirable discolorations.

Catalog upon request



W. J. DENNIS & COMPANY
4008 N. Kenneth Avenue
Chicago 41, Illinois

Rainy weather protection with...

NOYO

BRAND

TREATED REDWOOD siding

During winter months offer builders Union Lumber Company's water repellent treated siding... for dependable protection against moisture problems. Quality control treatment at the mill assures complete coverage of all surfaces and edges.

REDUCES PAINT REQUIREMENTS

Noyo treated siding needs no back-priming on the job site. Paint flows on easier, covers more because oils are held in the paint coat and not absorbed by the wood.

- IMPROVES NATURAL WEATHERING
- INCREASES RESISTANCE TO MILDEW
- PROTECTS AGAINST WARPING, SPLITTING, SHRINKING, SWELLING, SPOTTING, STAINING

If your customers build in wet weather, stock and sell Noyo Water Repellent Mill Treated Siding. Contact your Union Lumber Company redwood source today!



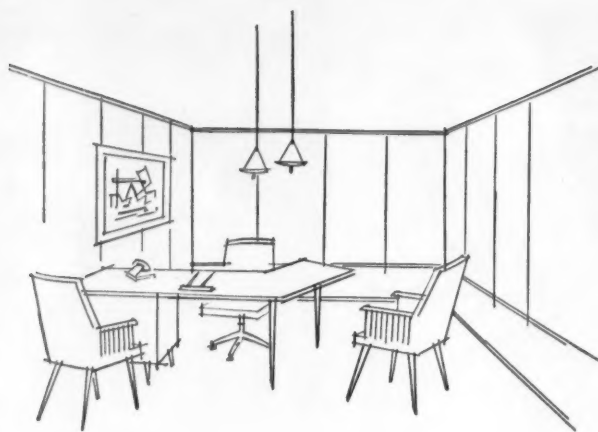
- CERTIFIED KILN DRIED
- CHOICE OF PATTERNS
- CHOICE OF GRAIN

UNION LUMBER COMPANY

TREE FARMERS AND MANUFACTURERS
FORT BRAGG · CALIFORNIA
SAN FRANCISCO PARK RIDGE, ILL.
LOS ANGELES NEW YORK

Sales Representatives Throughout the Nation

Member California Redwood Association



DRIFTWOOD PANELING—you can create truly striking interiors with this distinctively different board paneling.



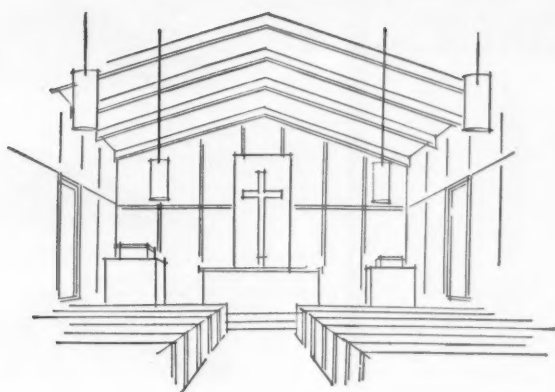
Sell the natural Beauty

Opportunities for paneling sales are everywhere!

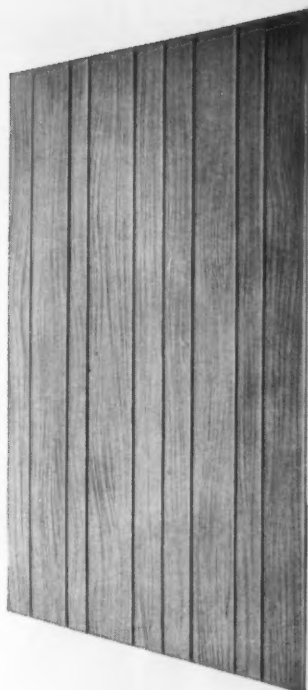
Homes, apartments, offices, restaurants, churches, or classrooms—wherever an attractive, pleasing decor is a factor in building or remodeling—these are your markets. Weyerhaeuser 4-Square Wood Panelings create a pleasing warmth and elegance with the added benefits of durability and easy maintenance. And with the Weyerhaeuser line, you can offer builders and architects a broad selection of patterns, stylings, and species in both board and plywood panelings that are precision milled for easy application and snug, tight joints. Specialty panelings, such as Loc-Wall, are designed to effect a big saving in installation. Thus, there is a potential sale of paneling in almost every building and remodeling budget . . . and that means extra profits for you. Your Weyerhaeuser District Representative will be glad to discuss the full line of panelings with you.

Weyerhaeuser Sales Company

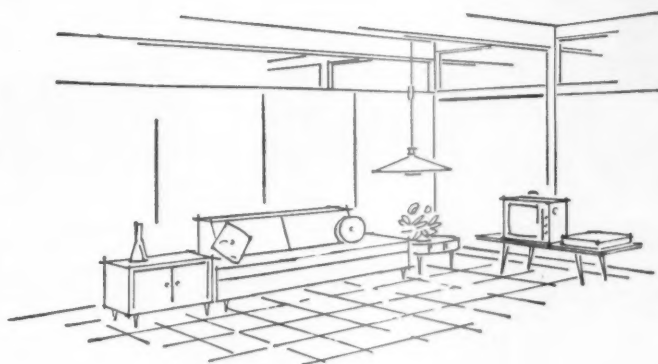
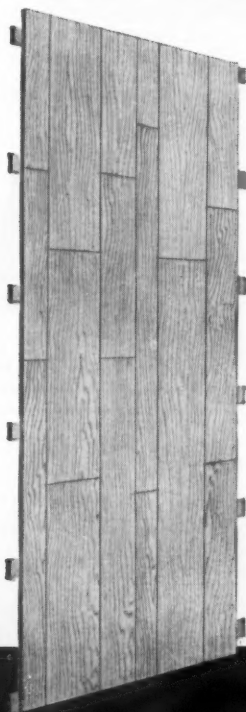
First National Bank Building / St. Paul 1, Minnesota



IDAHO WHITE PINE PANELING is a traditional favorite in both clear and knotty grades.



...that only *Wood* can give



LOC-WALL PANELING comes room height with furring strips attached for fast, easy installation.

Weyerhaeuser

4-SQUARE

LUMBER AND BUILDING PRODUCTS

The world's most complete
line of ventilating louvers . .

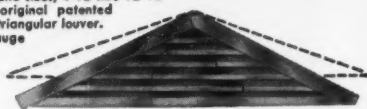
LoManCo

*147 different
sizes
and shapes!*

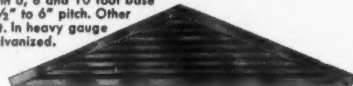
**IN ALUMINUM
AND GALVANIZED**



LoManCo VARI-PITCH and JUMBO VARI-PITCH LOUVERS
10 models and sizes, 4-12 thru 12-12 pitch. The original patented adjustable triangular louver. In heavy gauge aluminum only.



LoManCo JUMBO STATIONARY LOUVERS
13 models . . . in 6, 8 and 10 foot base lengths from 2 1/2" to 6" pitch. Other sizes on request. In heavy gauge aluminum or galvanized.



LoManCo TWIN-SECTION JUMBO LOUVERS
9 models . . . in 6, 8 and 10 foot base lengths from 3" to 5" pitch. Other sizes on request. Available in aluminum or galvanized.



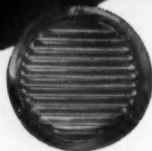
LoManCo MULTI-SECTIONAL LOUVERS
A new concept in louvers . . . 8 basic sections can make up 25 triangular and odd sized louvers. In aluminum only.



with more

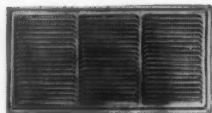
Builder Benefits!

LoManCo Louvers meet the new FHA revised minimum property requirements.



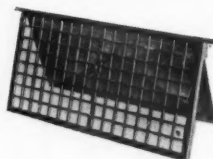
LoManCo CIRCULAR CORNICE VENTS

New design in cornice vents . . . eight inches in diameter, 8 x 8 mesh screen installed . . . fast, easy to install. In heavy gauge aluminum only.



LoManCo RECTANGULAR CORNICE VENTS

One-piece cornice ventilator with 8 x 8 mesh screen installed. Available in three standard sizes. In heavy gauge aluminum or galvanized.



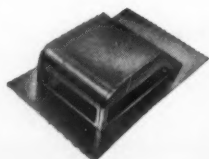
LoManCo FOUNDATION VENTILATORS

Die cast aluminum alloy ventilator grate with optional 8 x 8 mesh screen and shutters with lever for opening and closing. 4 models.



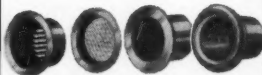
LoManCo SERIES 100 FLUSH and SERIES 200 RECESSED LOUVERS

12 models and sizes in both flush series 100 and recessed series 200. Complete with 8 x 8 mesh screen. In aluminum or galvanized.



LoManCo ROOF-LINE LOUVERS

3 models and sizes . . . three sides open for more ventilation . . . 8 x 8 mesh screen on the outside. In aluminum or galvanized.



LoManCo CIRK-L-VENTS

- Model L-38 louver . . . 3" size.
- Model C-25 open end louver . . . 3" size.
- Model F-18 anti paint peelers . . . 1" size.
- Model D-16 rain drains . . . 1" size.



Write . . . for illustrated catalog with specifications on the complete line of aluminum and galvanized LoManCo louvers.

Louver

MANUFACTURING COMPANY

3603-SB
WOODDALE
AVENUE

**MINNEAPOLIS,
MINNESOTA**



See our ad in Sweets Light Construction Catalog File 1b.

LoManCo Louvers meet the new FHA revised minimum property requirements.

SOUTHERN BUILDING SUPPLIES

October, 1959

Where winter is a threat,
Southern Building Supplies
spot survey says:

Stabilize Cold-Spell Business By Proper Prior Planning

Building supply dealers in the deep South are philosophic about weather. They accept it with resignation. But, despite Mark Twain, they really *do* something about it.

They have adopted a variety of business practices to keep their monthly sales volume chart over rain, sleet, snow and cold.

Carolina winters, for example, are normally mild. But the last two have proved exceptions to the rule, suggesting that there might be more like them ahead.

The two states were hit last December, for instance, by the worst blizzard of the century. Roads and streets were blocked

with snow, and nearly all traffic was stalled. Daily deliveries of such perishables as milk, bread, and newspapers were disrupted. Rail and air schedules were cancelled. Life in general was abnormal for more than a week. All business suffered, especially in the retail field where it is a truism that sales lost to bad weather are never fully regained.

Several cold spells also marred business during the previous winter, and two bad seasons in a row are giving businessmen food for thought on ways and means to overcome them.

What they are doing about it de-

pends largely on their local and individual circumstances, but a spot check for SOUTHERN BUILDING SUPPLIES revealed that all cold weather loss prevention is based on proper planning. Dealers agreed that you just can't wait until temperature drops below freezing to halt a sudden loss in sales. It has to be done several months in advance with a plan of action held in readiness for almost instant use when mercury starts to drop. The Carolina plans are simple and economical, however, calling mostly for advanced thought. They are adaptable for any area where cold weather is a threat.

"Frame up and hull in" — Stanley B. King, Camden Builders Supply Co. Inc., Camden, S. C.



"Work up contracts" — James E. Donohoe, Andrews-Donohoe Lumber Co., Timmonsville, S. C.



"Emphasize custom millwork" — Edmund Helms, J. Walter Helms Woodworks, Monroe, N. C.



SBS spot check reveals that what Dixie dealers do about winter merchandising largely depends on localized circumstances and individual needs. Agreement was unanimous that you just can't wait until temperatures plunge to halt sales losses. It requires consistent advance planning

For instance, Stanley B. King of the Camden Builders Supply Co., Camden, S. C., wiped perspiration from his forehead on a warm September afternoon, and outlined his plan for winter profits.

"We begin to think about winter sales in the fall," he said. "We get our contractors, painters, and carpenters to begin thinking along the

... "We start hustling for the inside jobs real early each fall"

same line. We remind them what happened during the last two winters. Then we all begin hustling for future jobs and concentrate our search on interior work. We persuade contractors on new construction to watch their schedules closely so as to frame up and hull in all new construction they can when the weather is good, not to waste good days on interiors when there is exterior work to be done. That leaves interiors for cold or wet days.

"This plan works wonderfully on paint sales, and paint is one of our specialties. We get a lot of painting done in winter."

King also suggested that winter is a good time to step up sales promotion efforts by direct mail, other forms of advertising, selective phone calls or even personal solicitation.

"It's a time when most people are giving little thought to building supplies," he continued. "Yet, they are still receptive to getting along with needed home repairs and painting. You can jar loose considerable new business merely by looking for it."

Store hours are another phase of operation that can be helpful, King suggested. By force of habit, many dealers maintain shorter hours in winter than in summer. But not King. His hours are from 7 a.m. to 5 p.m. the year around.

"Our customers appreciate the early opening in winter," he said. "It gives them time to get their materials for the day's work on the same day. It prevents the necessity for their calling the afternoon before and keeping materials in their trucks or cars overnight."

At Timmonsville, S. C., one of the nation's largest tobacco markets, the problem is the same, but with a different timing since the economy of the section is linked closely with the tobacco seasons.

"Winter just happens to be one of our best business seasons," said James E. Donohoe of the Andrews-Donohoe Lumber Co., in a new modern building at the edge of town.

"The tobacco harvest carries us, fortunately, pretty much through winter. It's not like a business I left back in Ohio where all hands were set to work in winter on hog houses — little 6' x 6' boxlike shelters with hinged roofs for opening to sunshine for farrowing sows. Now, that's an idea that could be used in any hog raising country.

"But our winter problem comes a little bit later, when all money from previous tobacco harvest is spent. To offset that, we go out and work up some contracts, particularly on new homes. It's the only time we do contracting. The rest of the year we devote to selling building materials."

The J. Walter Helms Woodworks at Monroe, N. C., has still another solution to the cold weather problem, one that is tailor-made to its facilities.

... "You can jar loose lots of new business just by looking for it"

"We grew from a cabinet making business," explained Edmund Helms, son of the retired founder, "and we go back to custom millwork in winter. We make a few

standard size windows and doors, but we emphasize custom products. We stress quality of handmade work when we go out to sell them."

Other Carolina dealers, turning to manufacturing in winter to keep their yard employees busy, make such standardized items as picnic tables (which have been selling by the hundreds), low picket fence

... "We go back to our quality custom millwork when winter sets in"

sections for home gardens and mobile homes, outdoor furniture, window boxes for flowers, and portable porch shelves and magazine racks; also picket gates with cross pieces extended to permit expansion for wanted sizes, and even a few bird houses, which women love.

A few Carolina dealers are still selling coal, once a staple item in Carolina lumber yards. But such business is now waning.

Special paint sales, salvage sales and "surprise" sales of odds and ends are used effectively by some. The "surprise" sales are especially adaptable to an advertising theme of "You'll be Surprised by What You Find at —."

"Buy Now for Spring" is still another favorite promotion to draw customers in cold weather.

Some dealers find winter a good time to push wallpaper and do-it-yourself items.

"It's very simple," said Howard Huck, head salesman of H. J. Munnerlyn, Inc., at Bennettsville, S. C., "but any winter sales promotion to be effective must be planned ahead. The trouble with most of us is that we don't do enough of it.

"If you plan ahead for winter, you'll have time in winter to get ready for spring and summer, and be ahead almost the year around."

That sounds like a good idea.

"If winter comes, can spring be far behind?"



While concrete finishers go about their jobs, at left, contractor explains to lady client how concrete cures out more satisfactorily when poured on top of polyethylene. Used as underlayment, "poly" prevents earth from pulling moisture from freshly-poured concrete.

Home-owner wanting polyethylene to cover house crawl-space area may obtain item cut in desired lengths from most retail dealers. Self-service rack, below, acts as "silent salesman" and increases sales. Each roll is printed with footage, width, and gauge markings to simplify dealer's measuring and cutting.

By **WAYNE JOHNSON**
Architect (A.R.A.)
Springfield, Mo.

If I were a building supply dealer, polyethylene is a material I would consider a staple item. It is a "bread-and-butter" seller because of its present day importance on specification sheets of any structure that goes up. More important, polyethylene has market appeal for the walk-in customer.

Since polyethylene has been on the market — about five years, I believe—I can hardly remember a job that has gone out of my office without this miracle film turning up somewhere on the spec sheets.

Even road construction now depends on polyethylene for a variety of jobs. You might say that polyethylene is a miracle material that architects see perform miracles.

Its biggest use on my books is as a vapor barrier. Concrete cures to a finer controlled degree once covered by air-tight polyethylene. Moisture does not penetrate when the slab is poured over a polyethylene underlay. This new type plastic is tough and will not rupture, even when workmen wheel equipment over it.

Unequaled for Crawl Space

As a vapor barrier over crawl space under a basementless house, polyethylene has no equal. Previously, we had no covering that would stem moisture flow from ground to house. Now, thanks to polyethylene, we have an inexpensive, easy - to - handle material, which even an inexperienced homeowner can lay under his own house. All he should know is that polyethylene is a vapor barrier for holding back moisture; that it should be tucked down securely around



Polyethylene

should be dealer's "bread-and-butter" seller



Shown how film is laid over excavation — often on top of a layer of gravel prior to concrete pouring — lady client is impressed by polyethylene's toughness. Even her spike heels fail to puncture the film underlay, contractor points out.

the foundation; and that widths should be overlapped generously, held in place by weights such as rocks or mounds of gravel.

FHA is strongly advocating use of this material for that purpose where no basement exists. Even in a split-level design, crawl space under entrance level should be covered with polyethylene.

And if you doubt the moisture-proofing angle, let me tell you about what happened in Indiana earlier this year. Remember the flood scare around Terre Haute? Some 45,000 square feet of black poly film were laid along banks of the Wabash River near Terre Haute to hold back raging river waters. The plastic film was placed over sandbags on the water side of a levee to stop seepage. And that's exactly what it did.

Poly Producers

There are a number of quality companies making polyethylene film in both clear and black. The black product is impervious to weather and should be chosen for exposed uses, such as covering tools, lumber, anything out in the open. More contractors should watch this angle. Wet lumber can

give them a hard time, and stock-piled cement can be virtually destroyed by moisture.

A clear polyethylene film can do the job, but after a time, it becomes brittle and cracks, whereas black film holds up indefinitely against the elements.

Polyethylene used in the building field is a much heavier grade than that used for garment bags. Construction weights do not mold, cling, nor conform as do the tissue-thin products which have been the source of tragedy in many homes.

Remember the hula-hoop craze? Those hoops were made of polyethylene, but of a high-density material. High-density polyethylene, a newer type, is a stiffer substance. The type we employ in construction, around the house, on the farm, is the flexible quality.

In my opinion, the farmer has only begun to realize a few of the many benefits polyethylene may offer him. It will cover his hay and keep it dry, close in his hen houses, mulch his crops, cover his implements, do a hundred-and-one jobs he will think of himself once he learns of a miracle product available at the low cost of polyethylene.

A supplier here owes a volume increase to a farmer. As he tells the story, he put in a token supply of polyethylene as an experiment: "Man, did I ever have a headache getting rid of that original stock, only 10,000 square feet," he said. "I sold a little here and there, but not enough to notice. One rainy day, a farmer pulled up in his truck for a roll of wire. He came inside, looking down-in-the-mouth, complaining that his hay was being ruined! Well, sir," the supplier went on, "I had a sudden inspiration. I steered him over to the polyethylene stand, told him what the material would do, and by golly, he bought a roll. He's a walking testimonial . . . came back for more, and has been sending me his neighboring farmers."

The farmer, according to the supplier, is little different than the housewife. You don't have to sell her, or her husband. Just explain polyethylene and its uses to them . . . it sells itself. Chances are, home-owners will come up with uses that have never occurred to the supplier. Uses of polyethylene, many unique, may suggest major selling opportunities to the building supplier:

1. As a vapor barrier under concrete floors, to be poured directly on top of film.

2. As waterproofing for basement walls, lining forms and/or excavations before concrete walls are poured.

3. To relieve moisture problem in existing basements: Dig ground away from foundation. Line exterior sides with polyethylene and hold in place by earth returned as fill.

4. As a cover for freshly poured concrete to permit proper curing. Should rain fall on top of the protective covering, it has a tendency to heighten degree of smoothness desired on concrete surface.

5. To shield workmen from cold. When used as a temporary enclosure, it permits use of temporary heaters. Light transmission offers obvious advantages over opaque enclosures.

6. To shroud openings in unfinished structures and in remodelings.

7. As a liner for backyard skating rink. Lay 2x4's in desired shape over flat surface or level ground. No need to nail framing. Drape polyethylene over enclosed area, pulling it over the framing. Fill with water and leave to freeze solid to form an ice skating rink. Framing may be removed after

(Continued on page 115)

By Patrick J. Galvin

An improved combination of management policies and practices has done its bit to lick winter slump for Producers Lumber & Supply Co. of San Antonio, Texas.

According to George Montgomery, general manager and co-owner, the seasonal slump from November through February has gradually evened out over the past four years. If the trend holds up, this winter will see no month's operation at loss, later to be made up. Year before last, there were two loss-months. Last winter, there was only one. In the past two years, losses were in profit only. The company made all expenses through the winter months with no layoffs.

To change the gloomy picture, Montgomery has followed specific steps:

1. An increased emphasis on retail do-it-yourself business, more likely to hold up in winter.
2. Yard construction of specialty items, such as playhouses and doghouses, which keep his men busy and produce sales.
3. Close follow-up on mail promotional material.
4. Labor management that guards against excessive hiring during peak periods, but still gets jobs done without delay.
5. Variable pricing (but not flexible) to in-between customers that protects the profit margins.

Here is how Montgomery makes these steps solve winter problem.

Do-it-yourselfers. There always have been many of these. The increase in leisure time makes them better potential customers. And in the winter months, when they cannot get outside as much as in summer, many have pet projects in basements or garages that they want to get ready for summer.

To attract such business, Montgomery rebuilt the front of his building for showrooms, glassing in all the front, and installing good sales counters and displays of pre-packaged merchandise that home handymen go for. He made it simple and easy for them to find things, and made special efforts to carry everything they might need.

Along with this came greater service to the small buyers. Montgomery's new policy is to drop everything and cut little pieces requested or perform other services for these retail customers.

"For example," said Montgomery, "many others in this business



George Montgomery, general manager and co-owner of Producers Lumber & Supply Co., San Antonio, Texas, figures prices on Home Improvement Guide Plan of the Month immediately so he can quote fast prices to home handymen who call about plans.



Carpenters on Producers' work staff use slack time during "slow" months to build sales-producing display counters like this. Counters are faced with perforated wallboard so that multiple items can be hung on front, backed up by inside stock of similar category.

They Propped Winter Slump

by overhauling management policies and practices



These playhouses, along with line of plywood Santas, have proved a real sales bonanza. Above playhouse retails for \$150, is comprised entirely of yard scrap materials, plus damaged single-hung windows (installed in the rear) which are turned sideways and used as sliders. To avoid building code complications, playhouse is limited to 8' in any direction.



Labor management has been thoughtfully handled at Producers, with two carpenters employed year 'round, in addition to four truck drivers, three salesmen and assistant manager, and Montgomery, himself, as an outside salesman. Carpenters, above, have been hired for summer peak period by way of an arrangement with a local builder.



Producers' five-step formula for winter speed-up:

1. Increase emphasis on do-it-yourself trade.
2. Put yardmen to work on specialty items (playhouses, etc.).
3. Maintain close follow-up on mail promotion material.
4. Guard against excessive hiring during peak periods.
5. Allow variable (not flexible) pricing to in-between customers.

cut margin to sell sheetrock at \$60 per thousand, and refuse to perform small services. When a customer asks us to cut sheetrock into 2' squares for him, we act as though that's the most important thing we have had to do all week, do it promptly, and maintain our prices at \$100 per thousand. This is a very valuable service, because such people want to buy in the morning, then pick up their materials on the way home from work."

The result of all this is that retail sales, once little more than \$5,000 per year, now run about \$8,000 per month. Do-it-yourself business drops off only about 20 per cent in winter, according to Montgomery. But that's only a slight drop compared to general building sales. In addition, the figure is influenced greatly by yardwork sales, such as fertilizers and garden tools, which account for some \$10,000 volume annually and drop about 25 per cent in winter.

Specialties. Prime example of this is building of playhouses by Producers' carpenters in otherwise non-productive times and sold primarily for Christmas. Producers sold 47 of these last year between September and Christmas, at prices generally from \$50 to \$300, some custom jobs running as high as \$600. They are not advertised, but Montgomery places them out front along the highway so they can do their own advertising. Delivery is free within 10 miles, and add-on sales come from Santa Claus and reindeer cut from plywood and painted.

A further advantage to specialty building is the fact that it uses up remnants and other pieces that

otherwise would represent losses. For example, one playhouse had single hung aluminum windows, sash balances of which had been broken. They were installed sideways as sliding windows in the playhouse, for which purpose they were excellent.

These playhouses are made in a fully-equipped shop used by Producers. But here again management saves money. Since the shop is not needed in summer, it serves for warehousing when need is greatest. All tools are portable, so they can be rented in the summer, then plugged in and used in the shop in winter.

Doghouses are lesser items, selling for \$6 to \$40. Picnic benches round out this special production. Last year, Producers sold 30 of them at an average price of \$20.

Other productive labor performed by men in winter includes construction of sales displays and sales counters faced with plywood pegboard, so that all items can be shown on the front, backed up with the stock inside. Thus, all stock is out on the sales floor.

This winter they will complete an air conditioned office with desks and telephone for convenience of contractors. According to Montgomery, contractors can stop in to work on their estimates or other figuring and make necessary phone calls, all as a free service.

Follow-up. Montgomery does not advertise regularly other than in the phone book. But he does make good use of the Home Improvement Guide magazine, which he sends to 3,000 home-owners. With each copy, home-owners get the Plan-of-the-Month. Montgomery gets the plans and figures all ma-

terials on these immediately. When home-owners call up to find out more, Montgomery can rattle off full answers and prices immediately. These fast answers create sales through the winter, he says, adding up to thousands of dollars.

Labor Management. Montgomery solves labor problems in a simple way. He has two carpenters the year around, in addition to four truck drivers, three salesmen and assistant manager, and himself, who is an outside salesman. Two drivers double as inside salesmen, and all salesmen and drivers are trained to help in retail transactions and answer questions intelligently. There is, therefore, internal flexibility.

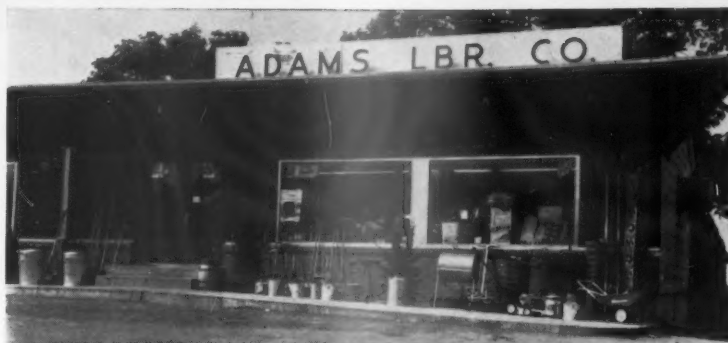
But what of peak summer periods? Montgomery made an arrangement with a leading builder to borrow carpenters at cost plus a five per cent overhead figure. A busy builder can do such because he phases out his rough-in men and finishing men. Keeping them all busy at one time can be a big problem for him, too. So this arrangement benefits both, and keeps Montgomery from overhiring.

Pricing. In retailing, there always is a problem with purchasers who buy in quantity and think they rate contractor prices. Montgomery solved this with a "1,000-foot" price which gives a discount to customers buying less than 1,000 feet. His retail prices carry a 50 per cent markup, and the in-between price has a 33 per cent markup.

According to Montgomery, "none of these factors is enough to eliminate all seasonal problems. But combination of them all helps to do the job for us."



Shell house, above, is displayed on Adams Lumber Co. lot in Jacksonville, Ark. With monthly payments on item arranged to fit buyer's income, dealer can hope to sell materials for finishing house, together with necessary work tools, all winter long. Most buyers finish bathrooms and kitchens first, purchasing fixtures from Adams Lumber. At right, items that home-owner wants throughout year are displayed in front of store.



Hot item for young couples is shell house, low price of which allows do-it-yourselfers to complete inside during winter with materials and tools consistently purchased from same dealer

Shell House Perks Up Slow-Season Sales

Promotion of a shell house during winter months tends to inspire do-it-yourselfers to buy building materials for indoor work.

At least that was the experience last year for Adams Lumber Co. of Jacksonville, Ark., whose president, S. A. Gardner, originally dreamed up the idea.

The shell house was introduced with newspaper, radio, and direct-by-mail advertising. Do-it-yourself enthusiasts were urged to see the attractive frame house, completely finished on the exterior, which could be set up on their lots for as little as \$10 down. The family could move in immediately, live in it 90 days, and then get a Title I loan to finance necessary finishing of walls, installation of built-ins, and purchase of plumbing fixtures.

Said Vice-President George Sparks: "Any man who is a little handy with tools can finish the house. Volume-selling of tools likewise is profitable, and their promo-

tion can be carried right along with that of the shell house."

This attractive modern store, located in a shopping center, has awarded an unusually large space on the display floor for showing of tools on fixtures especially planned for them. Hand tools of all kinds, small power tools, and related items are displayed on several well-filled floor fixtures. They also occupy a planned display space under the counter, behind which President Gardner has established what he terms a "friendly spot." Although he has his own private office in the rear, he spends much of his time at a desk behind the counter tool display, where, in shirt sleeves, he greets customers.

"Shell houses," he said, "are especially made-to-order for customers unable to pay \$80 or \$90 a month on the mortgage of a completely finished home. With monthly payments on the shell house arranged to fit the buyer's

income, we can hope to sell materials for finishing the house and tools for the work."

Most shell house buyers finish bathrooms and kitchens first, buying fixtures from this well-stocked supply store. Some do their own plumbing installation, others employ a master plumber, and then do their own tile and cabinet installations.

Appeal to Young Couples

The typical shell house is most often sold to young couples, most of whom turn into ardent D-I-Y workers. Thus, the house is never a final sale. After the interior is finished, owners usually want to add a room or two for a growing family, a patio, or a breezeway to connect with the carport. Paint becomes a yearly sale.

Because practically all uncompleted work on a shell house is in the interior, inclement weather

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Owner Francis T. Smith of Smith Lumber Co., Oklahoma City, checks on depleting stock in his two scrap lumber bins, material from which is marked for survey stake cutting when slack-time season annually rolls around.



Joe Warner, veteran Smith yardman, is expert at stake cutting on this electric saw.



Johnny Willis, an experienced rip saw operator, prepares scrap board for stake cutting.

Scrap Pile Helps Eliminate Costly Off-Season Layoffs

From a mountain of salvaged broken board pieces and warped material unsuitable for building, Smith Lumber Co. of Oklahoma City has developed a local survey stake market that now nets \$50 per thousand

Let that scrap pile help pay the overhead. That is what it does at the Smith Lumber Co. in Oklahoma City.

Not only does it go a long way toward paying water, light, and gas bills, but it keeps experienced men on the payroll during slack periods and bad weather. This alone, most lumbermen will agree, is worth a lot.

Three years ago, when Francis T. Smith bought out the Ketchum Lumber Co. in Oklahoma City and assumed active managership, he was well aware that, because of the location, he would face problems not encountered with suburban customers where he had earlier managed various yards for more than 30 years.

Being downtown in the heaviest city traffic, Smith knew, would practically eliminate drop-in trade. Limited-time street parking would tend to keep farmers and other country folks from shopping for a particular piece of lumber or other building supplies. Even do-it-yourself trade, with which he was so familiar, would in all probability be nil, he reasoned.

Smith was *exactly* right in all such observations.

Ninety-nine per cent of Smith Lumber's customers are residential and commercial building contractors. There are a few individual carpenters and repair men in the area who do their buying there. Nevertheless, many big builders have followed him from other yards, while others are new customers—building contractors with nearby downtown offices, convenient for personal conference and

actual examination of materials.

Scrap Pile Consideration

Where does the scrap pile come in?

It consists of lumber pieces salvaged from broken boards, culls, short sticks, pieces of split lumber, and warped material unsuitable for building.

"From these scraps," Smith explained, "we cut survey stakes. And if you think there isn't a demand for these short pieces, you should see some loads we often send out."

Survey stakes are 1-by-2-inch sticks, 12" to 18" long, used by builders to stake off foundations, by construction companies, and by highway builders for designating survey lines to follow in laying road beds and pavement. Hub stakes are 2-by-2 and cut 8" to 16" long, while grade stakes usually run from 12" to 16".

"It is not unusual," observed yardman Johnny Willis, "for us to load up 20,000 survey stakes on a single truck. They are tied in bundles of 50, similar to lathes. I'm often reminded of pitching wheat bundles for an old-time thrashing machine back on the farm."

Smith has 14 full time employees — three office workers and eleven in the yard and warehouse. Every one of the yard workers has been trained to "save the pieces," no matter how worthless or useless they may appear.

Certain bins are designated for scrap, and sometimes days and even weeks elapse before a single piece may be cut to survey stake-

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Vice-President George Sparks of Adams Lumber Co., Jacksonville, Ark., attributes consistent new business to this sign.

Let Truck Signs Increase Your Business

Leading outdoor advertising executives and commercial artists pool ideas and come up with 20 methods to enliven those ineffective vehicle signs and bring in new customers for you

Are your delivery trucks equipped with signs that tell people who you are, where you are located, and what you sell — lumber and other building supplies? If so, is this equipment being driven through the streets in such a manner as to build friends for you? Just how do you go about determining if such signs are doing an effective job for you?

To determine standards by which truck signs can be evaluated, *SBS* recently sought opinions of leading outdoor advertising executives and commercial artists. From their replies, twenty tips have been assembled to help building supply

dealers do better truck advertising.

Be sign conscious. As you drive along in your private car, make it a practice to observe signs on commercial vehicles passing by. You then become sign conscious, picking up ideas that can be applied with benefit to your own outdoor truck advertising.

Are your signs attention-getting? Signs are made to be seen. Therefore, experts advise, stand on the sidewalk while someone drives one of your trucks through traffic a few times. Can you pick out your signs readily from others that pass? If not, have your signs repainted for eye-catching appeal.

Are your signs unusual? Originality, the commercial artists tell us, hits the jackpot in advertising. It can be secured through a unique layout or a clever business slogan. Although your signs may incorporate ideas from other advertising, try to make the over-all effect distinctive.

Stress the important points. "Sideliners" have limited time to read writing on moving vehicles. Consequently, the important points which you want people to remember should be given most emphasis. Important things for the building supply dealer to stress are his business name, address, telephone num-



Increased calls for "Penta-Treated" lumber have come to Todd Lumber Co., Knoxville, Tenn., since these side-panel signs have been applied to all company delivery trucks.

ber, and the fact that he sells quickly-available building supplies.

Make it brief. Truck signs should not contain too much writing. People see and remember the "meat," but not the trimmings, on a moving sign. In planning signs for your trucks, be "headline" minded and capsule your thoughts.

Keep signs in balance. As with newspaper ads, truck signs should be properly balanced. Readers should see the *entire* message, rather than a single line or word thereof. The bigger the ad, the bigger lettering can be. Since your business name is the important thing, try putting it on the top line and balancing it with lettering underneath.

How to treat side panels. Of various spots to put truck signs, first consideration should be given side panels. Above all else, put your identification on the side panels. Clever slogans and sales messages also go here, for they will be read as vehicles park or await traffic signals.

How to treat end panels. Many building supply dealers overlook the importance of putting signs on end panels. This is a mistake. On the rear end, signs will be read,

not just *seen*. Motorists following your trucks down the street have little to do but read what may be written across rear panels. Besides your identity, why not list some of the major lines of merchandise you handle? Change the list frequently for greater effect.

The front end has advertising value. If you have not already done so, why not paint your business name across the front end of your trucks? Outdoor advertising men say that signs here have good eye-catching value, seen by thousands of motorists in on-coming traffic.

The top, too Many prospects for your merchandise live in apartment houses or work in buildings two stories or higher. Put a sign on the top of your car for them to see. It will attract more than ordinary attention in this unique spot.

Make it easy to read. Commercial artists agree that truck signs should be lettered in large, uncomplicated script, clearly readable to those with less than 20/20 vision at a distance of 100 feet.

Use effective color combinations. Color engineers tell us that bright orange is the loudest color that you can paint a truck. However, orange is not, necessarily, the best color for truck signs. Readability counts here. Tests reveal that black lettering on a yellow background probably is the easiest combination to read, with green on white next; then, red on white; and, finally, blue on a white background. Any of these combinations should give good results.

Keep signs fresh-looking. Run-down advertising suggests a run-down building supply dealer. Keep signs freshly painted at all times. Keep them clean, too.

Keep your vehicles in good repair. Battered truck bodies and caved-in fenders are poor ads for any building supply dealer. Send out trucks that are tip-top in ap-
(Continued on page 118)



Builders and contractors in Washington, D. C., have enthusiastically endorsed these signs on Galliher and Huguely, Inc., trucks, which alert prospective house buyers about new homes going up in their areas. When a job is completed, signs are repainted to name a new project for which company may be supplying building materials.

Try as you may 'around there'...

You Can't Get Away

From 'Southern Sash' Promotion

Residents of north Alabama's tri-city area of Sheffield, Florence, and Tuscumbia — along with most other earth-bound souls — may be unsure these days about much affecting day-to-day living.

Not so, however, when it comes to singling out a local source for building supplies. Sheffieldians, Florentines, and Tuscumbians — excluding possible blind deaf-mutes thereamong — are awarded little opportunity to forget existence of Southern Sash retail building supply outlets in Sheffield and Florence. The organization's spectacularly promotion-minded executives have seen to that.

Prominently saturating the region thereabout are immense outdoor signs, created to sparkle color-



Southern Sash's sign department produces and maintains expansive outdoor billboard signs, such as that above and at left, throughout the tri-city area of Sheffield, Florence, and Tuscumbia. Each sign shows imagination and constitutes an eye-catching addition to the community. Once finished and located, sign is not forgotten, its area kept neat and clean by company. Each sign is changed on an average of once yearly.

This motto, below, source of which defies firm executives, has become a general philosophy of thought among Southern Sash personnel. Artistically painted on elongated wooden plaques, it is visible to all visitors over main business office entrance and elsewhere in the organization.

THOUGHT FOR TODAY

*"There's no mind or market . . . so tough that it can't be opened
if you have the right creative selling KEY"*

When it comes to capturing the attention of its townspeople, as well as that of the random visitor to its native lake region, Southern Sash and its ingenious advertising department appear to have concocted the sure-fire formula for creating buying customers out of casual passers-by



At this retail store in Sheffield, anything required by a do-it-yourselfer to complete a project (including free advice) is immediately available. Likewise, the building contractor, in throes of completing a house, may find everything at his disposal.



Company advertising department recently came up with this money-making idea, a banner-bedecked area, dubbed "Window Wonderland," where affiliate-manufactured units are sold to anybody at 50 per cent off. The colorful lot immediately adjoins the Sheffield store.

fully by day and glow luridly by night. Each billboard importunes captivated passers-by to "for crying out loud, see SOUTHERN SASH before you build or buy."

Then there is the store's large fleet of trucks — nearly 300 pieces of rolling stock, in all — which does much toward contributing to local attitude toward Southern Sash. All are painted with attention-getting messages, next to impossible to miss. (Many denizens actually swear that every third car in every line of traffic is a member of the SS cavalcade.)

Finally, these local citizens are known to wax boastful over the

fact that they live alongside the largest neon sign in Alabama, which says, simply, "Southern Sash" in red letters 10 feet high. And from the initial "S" to the final "H" they will tell you, it measures 123 feet, nearly half the length of an official football field.

Modest Beginnings

The history of Southern Sash of Sheffield, if officially transcribed, probably would suggest Horatio Alger authorship. The store actually started as a modest electrical appliance business in 1948, in an old factory building about fifty yards off Montgomery Ave., the

town's main thoroughfare.

Not long after the opening, it took on the regional distributorship for the Ualco line of aluminum windows, manufactured by a local affiliate, Southern Sash Sales & Supply Co., Inc.

The post-war boom in building was in full swing, and once construction needs were realized, they began to take precedence. Southern Sash began adding more wholesale lines, and its retail lines began to multiply, too. Lumber sheds were then built and builders' services were set up (such as scheduled free delivery and a home planning department, offering builders and home-owners plans, estimates, and advice — all, free — on all phases of construction). The store next was completely modernized, given a simple, handsome facade of brick and glass, plus a series of uncluttered, easy-to-shop showrooms.

Additional Stores Acquired

As Southern Sash of Sheffield grew, the owners began to look around for other store sites. They found the first in their own neighborhood of Florence, a short drive across the Tennessee River from Sheffield. Southern Sash of Montgomery, Inc. — in the state's capital and cradle of the Confederacy — came next. Two years later, Southern Sash of Huntsville, Inc., was opened to create a network which blanketed Alabama.

Cousin Southern Sash stores — affiliates concerned primarily with distributing Ualco aluminum windows — were next spotted over the nation: Southern Sash of Florida, Inc., with divisions in Tampa, Hialeah, and Fort Lauderdale; Southern Sash of New Jersey, Inc., in Elizabeth; Southern Sash of Ohio, Inc., of Canton; and Southern Sash of California, Inc., operating warehouses and sales offices in both Van Nuys and San Leandro.

Nowadays, Southern Sash of Sheffield tends to be taken for granted by citizens of Sheffield, like any other landmark or institution.

The scope of its merchandising has become legendary. On a single floor it displays all the necessities
(Continued on page 116)

Dealer's Dinners Defrost 'Cold' Customers



Seated at his desk, Frank Crosslin, once a country store manager, now heads a booming building supply operation.

Whenever Frank Crosslin gets ready to promote a new product or a new service, he calls potential customers together and tells them about it . . . over a big steak or fish dinner.

Crosslin operates a large building supply and construction business in Eagleville, Tenn. He masterminds the Frank E. Crosslin Co. there and another operation at nearby Smyrna, Tenn. He feels that his policy of meeting customers *en masse* around a table heaped with good things to eat is the nearest way to their hearts.

Crosslin invites contractors, carpenters, bricklayers, electricians, plumbers, and every other artisan who gets his take-home pay from some form of construction to these dinners.

When he started his business back in the '30's, it was a country store, with a little of most everything a farm community needed in the way of farm tools, groceries, dry goods, harnesses, fertilizers, seed, and baby chicks.

In those days, he did not have unlimited capital and he was not as well-known as he is today. But one unusual item he carried in his multi-varied country store stock was a small amount of lumber.

During those depression days every profit dollar looked as big as a wagon wheel to a crossroads

By Ross L. Holman

merchant. So, in order to make his meager lumber stock turn over a little faster, Crosslin would occasionally contract to build a house or barn. By doing so, he not only found a new outlet for his lumber, but also made a merchandise and contracting profit.

Lumber Sales Increase

Starting his business more or less from scratch, he did most of his promotion by newspaper and radio advertising. His lumber and construction business — a rather strange commodity for a country store—began to outgrow in volume all other merchandise items. In course of time, tail began wagging dog. Construction material and contracting began consuming more of Crosslin's time and energy. Groceries, dry goods, and other ordinary merchandise disappeared from his shelves.

Today the Frank E. Crosslin Co. is all construction and building supplies. All capital released by dropping numerous country-store lines is now devoted to keeping in stock everything for which a contractor or builder might call. One important reason he attributes for his success is embodied in his slogan, seen in big letters around

parts of his premises — "Everything with which to build anything." Crosslin learned a long time ago that his failure to supply important items to builders trying to fill emergency needs could easily lose customers.

As his business grew, he learned that personal contact with contractors and construction men was the most effective way to give them a "Crosslin complex." Thus, he dreamed up free dinners as the most productive way to get across his message. At such a dinner, he could see 30, 40, or even more at one time. That was easier than jouncing over the countryside seeing each one individually.

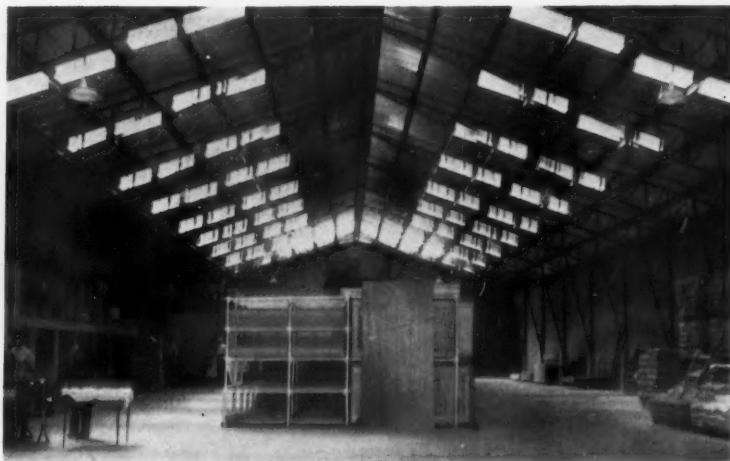
"These feeds create a fine fellowship feeling," commented Crosslin. "By dining together, exchanging experiences, and swapping jokes, guests develop a better feeling toward one another and toward their host. Many of these building trade people frequently work together on the same contract. It gives them a chance to enjoy the social side of their natures aside from the working relationship. So, construction men at the dinner find fellowship profitable to themselves as well as to Crosslin."

Each dinner is held at a nearby restaurant. Crosslin makes a deal with the catering manager on a (Continued on page 118)

Here's One Sure Way to Keep



Sparkling new showroom, offices, and warehouse, above, represent up-to-date headquarters of Fowler-Flemister Co., Milledgeville, Ga., which quickly replaced firm's initial, inept headquarters and warehousing facility, below. Rapid, economical, and efficient job was made possible through use of Pruden steel framed buildings. Firm warehouse, at right, is a 60' x 165' structure, with 16' sides and clear span roof. Note how the "clear span" principle affords freedom of floor arrangement. Cross ties, as well as posts, are eliminated to provide unobstructed interior.



Officers of Fowler-Flemister Co. — a booming retail building supply operation at Milledgeville, Ga. — admit being uncertain about multiple aspects of their industry these days.

Of one thing they are dead sure, however. When circumstances dictate a store's complete modernization, plus enlargement, nothing can outpace use of steel framed buildings — in their case, those offered by Pruden Products Co. of Evansville, Wis. Constructionwise, they proved speedy, economical, and efficient. Best of all, results were stupendously appealing to the eye (as adjoining pictures help testify).

Pace with the Times



On hand for opening day, above, is Herb Drews, left, executive secretary, Building Material Merchants of Georgia, who gets a run-down on construction aspects from Pruden representative Carleton Lang. Note use of Masonite Peg-Board in counter backings. At left, lady customer helps herself to available product literature in commodious building corner lounge.

Fifty-one years ago, the firm began business, chiefly as a retail purveyor of coal, with a sideline of lumber and rudimentary building supplies. With coal, as a fuel, progressively lessening in importance in that area, the firm soon entrenched itself in what is described as the area's Number One building supply operation — such reputation relentlessly maintained through the years.

Inept Quarters

Recently, company officials became acutely aware that their firm, though progressive in most other respects, physically was a shoddy 1908 setting for a 1959 business "gem." Display areas were nil, while storage facilities had long since reached a laughable state.

Checking progressive operations elsewhere, along with what was new in the field, these officers decided to utilize one of their firm's own building products in its modernization and enlargement — the Pruden framed building.

Thus, on August 28 — scarcely two months after initial decision — Fowler-Flemister threw open doors to what is probably the most complete, expansive, and eye-catching operation of its size in the Southeast.

(Continued on page 109)



On entering spacious glass doors, Fowler-Flemister customers initially view colorful bathroom displays, each offering liberal use of ceramic tiling, combined with fixtures best suited to particular arrangement. Potted ivy adds fresh touch.



Happily out to welcome old customers and curious visitors on opening day is firm's familiar sales contingent: (l to r) President Walter B. Williams Jr., Mrs. George (Sis) Ross Jr., Vice-President Aubrey J. Barrett, salesman Douglas Adams, and Executive Vice-President Gus Pursley.

DEALER CHRISTMAS CARDS

Promote Good Will and Boost Business

Many lumbermen have been sending Christmas cards to customers every year. Now, however, there is an increased postage cost and Christmas cards are more expensive. Thus, there is the problem of whether or not to continue reminding customers of your lumber business with season greetings.

Postage rates are up from 2c to 3c for unsealed printed Christmas cards and from 3c to 4c for cards sent via first-class mail.

However, there are plenty of good reasons to continue or to start Christmas card mailing to customers. First: It is an opportunity for a lumberman to practice good public relations — remembering regular and inactive customers with a cheery “Merry Christmas.”

Second: When all the chips are down, a Christmas card mailing is probably one way to reach all customers with a reminder at low cost. Taking the first-class rate for postage, the cost of the card and the cost of addressing will probably be equal to or less than any other direct mail program.

Third: Many people keep detailed lists of Christmas cards received, using this as a mailing list for next year. Even if they do not return the card, they are reminded of you at a time when many friends are brought back to mind. They think of you in the same way.

Fourth: A Christmas card can do advertising beyond the mailing list. Recently, it has become a holiday custom to use Christmas cards for decoration on walls, on a tree, or over a fireplace. Thus, holiday visitors see Christmas cards on display — a most subtle form of advertising.

Here are some ideas advertisers who regularly use the Christmas card find helpful:

Buy a distinctive card. Naturally, you will want your Christmas card to stand out. This can be accomplished by extraordinary size, color, design, or other decorative

Cheery yuletide mail-greetings, ordinarily at nominal cost, tend to remind both regular and “long-lost” customers that you still deal in building supplies

device to make a Christmas card distinctive.

Use good taste. Unusual cards at Christmas may be in bad taste to some people. For instance, humorous Christmas cards may attract attention, but is it the kind of attention you want for your business? Since Christmas is strongly religious to many people, any attempt to make fun of the season may be resented.

Don't send religious cards. This caution may sound contrary to that suggestion just expressed concerning religious feelings of people during the holiday season. However, customers of differing religious faiths may find certain Christmas cards offensive.

Don't abbreviate Christmas. Many people are easily offended when ever an abbreviation of the word Christmas is used. Your cards will be more acceptable to all customers if you check this point in making a selection.

Check the cost. You can spend up to one dollar for a Christmas card, or you can buy cards imprinted with your name for as little as five or six cents each in quantity. There is little recall value to a Christmas card — it is read, recognized, and then put aside. Unlike a calendar, it is not a day-in and day-out reminder of your business.

Include everyone. A mailing list will accomplish more if it includes everyone. For instance, you probably will send cards to regular customers. But, what about past customers? An attractive card at the holiday season may do a great deal to erase past grievances held against you. Or, it can be a timely reminder to contact your company.

Non-customers might also be included on your Christmas card list. This would include other firms in your community with which you do business. You might also find it advisable to send cards to local public officials, competitors, neighbors, salesmen, and editors.

Mail first-class. Even though postal rates have advanced from 3c to 4c on first-class mail, it can be worth the difference. It is only \$1 per hundred cards mailed with assurance of fast delivery and forwarding, if necessary, to reach customers.

Some advertisers feel that it is better to use third-class mail with the Form 3547 notification of new addresses of the customers. However, it detracts from the holiday appearance of mail. Then, too, locating customers who have moved will come at a busy time of the year and your mailing list may not be corrected.

Imprint with business name. Some lumbermen use the same card for both business and personal Christmas greetings. The danger is that your customer will not remember your name in association with your lumber business. They will search through their memory for someone they know with your name — possibly give up — and your advertising message is lost.

Try personal signatures. Some lumbermen have discovered that their Christmas cards carry an added personal touch when they are signed, in addition to the printed name of the lumber business. This indicates just a little more — someone else is not handling this personal work.

Texas 'Monument' Is 99%-Plus 'Home-Grown'



New "Southern Colonial" headquarters of the Lumbermen's Assn. of Texas in Austin.

Sunday, October 4, was a milestone for Texas lumbermen. On that day, a handsome new headquarters building for the Lumbermen's Assn. of Texas in Austin was officially opened.

Inherently reliable sources proclaim the eye-catching "Southern Colonial" structure to be a composition of products, "over 99 per cent" of which "were grown, processed, or manufactured in the Lone Star State."

Not to be overlooked, either, the selfsame sources point out, is the fact that the LAT building actually constitutes the largest frame structure built west of the Mississippi in 25 years.

The Association, after 74 years, has settled down in a permanent home of its own. On May 15, 1886, a small group of "far-sighted and dedicated" Texas lumbermen were said to have met in the Millet Opera House in Austin to form what is probably the oldest trade association in Texas.

For many years, headquarters were maintained in Houston. But in August, 1954, the offices were

moved to the Texas "capital city."

The new building, lodged on a hill overlooking Austin's Lamar Blvd., has been described as "a monument to Texas lumbermen and building material manufacturers and dealers."

Contributors Numerous

All of the structural timbers, framing, and the siding is southern yellow pine. This material, plus paneling and other lumber, was furnished by Angelina County Lumber Co., W. T. Carter & Brother, Frost Forest Products Division, Olin Mathieson Chemical Corp., Kirby Lumber Corp., and Southern Pine Lumber Co. These mills also furnished paneling of magnolia, red gum, black gum, and red oak.

Additional items such as nails, asbestos roofing, gypsum board, tin flashing, bricks, air-conditioning, paint, and exterior sheathing reportedly were all made in Texas. The building can serve as an excellent display of the finest building products produced or grown in the Lone Star State, LAT officials maintain.

LAT associate members, manufacturers, and distributors of building materials, who contributed to the construction of the new headquarters, were Angelina County Lumber Co.; Austin Builders Supply Co., Inc.; Certain-teed Products Corp.; Bestwall Gypsum Co.; E. L. Bruce Co.; Buell and Co., wholesale division; Wm. Cameron & Co., Wholesale; W. T. Carter & Brother; The Celotex Corp.; Davidson Sash & Door Co.; The Flintkote Co.; Frost Forest Products Div.; Olin Mathieson Chemical Corp.; Lloyd A. Fry Roofing Co.; Galbraith Steel & Supply Co.; Houston Sash & Door Co.; Huffaker's, Inc.; Johnsonville; Jones-Blair Paint Co.; Kaiser Aluminum & Chemical Sales, Inc.; Kirby Lumber Corp.; Koelzer Lumber Co.; Kritser Supply Co.; Lennox Industries, Inc.; Lone Star Cement Corp.; Longhorn Portland Cement Co.; and Macklanburg-Duncan Co.

Other contributors included: Moncrief - Lenoir Manufacturing Co.; National Gypsum Co.; National Steel Products Co.; Nickey Brothers (Continued on page 116)



Now! Over Fifty

Every month, SPA Ads presell prospects on Quality

Full-page, full-color ads every month in LOOK Magazine

PLUS

*Full-page, full-color ads
in all these
highly selective magazines*



*You sell Quality when you feature
Grade Marked Southern Pine
produced by the mills of the*

Southern Pine Association

Stocked by better lumber dealers

ALABAMA

The Allison Lumber Company
Olson Belcher Lumber Company
S. E. Belcher, Inc.
W. A. Belcher Lbr. Co.
W. E. Belcher Lbr. Co., Inc.
Clancy Lumber Company, Inc.
Graham Lumber Company
Albert Holman Lumber Co.
International Paper Co.
(Southern Lumber Div.)
Jackson Saw Mill Co., Inc.
Ray E. Loper Lumber Company
McMillan Mill Company
McShan Lumber Company
T. R. Miller Mill Co., Inc.
Reid Brothers Lumber Company
Scotch Lumber Company
M. W. Smith Lumber Company
M. W. Smith Sawmill Co.
W. T. Smith Lumber Co., Inc.
Summerville Brothers Lbr. Co.
Horace S. Turner, Jr., Inc.
W. T. Vick Lumber Company
W. J. Word Lumber Company

ARKANSAS

Graydon Anthony Lbr. Co.
Arkansas-Louisiana Lumber Co.
P. E. Barnes Lbr. Co.
Bass-Clark Lumber Company
Bearden Lumber Company
Bradley-Southern Division
Potlatch Forests, Inc.
Crossett Lumber Company
Dierks Forests, Inc.
Fordyce Lumber Company
W. S. Fox & Sons
Fuller Lumber Company
Gurdon Lumber Co., Inc.
Hot Spring County Lumber Co.
Ozan Lumber Company
Reynolds & Draper Lumber Co.
Sturgis Brothers
H. G. Toler & Sons Lumber Co.
Urbana Lumber Company
J. L. Williams & Sons
B. G. Wilson Lumber Co.
Herman Wilson Lumber Co.

Bellamy
Brent
Green Pond
Birmingham
Centreville
Grayson
Maplesville
Northport
Mobile
Jackson
Tuscaloosa
Brewton
McShan
Brewton
Evergreen
Fulton
Jackson
Camden
Chapman
Aliceville
Mobile
Hamilton
Scottsboro

Hope
Emerson
Hamburg
El Dorado
Bearden
Warren
Crossett
Hot Springs
Fordyce
Pine Bluff
Lewisville
Gurdon
Malvern
Prescott
El Dorado
Manning
Leola
Urbana
Sheridan
Hot Springs
Leola

LOUISIANA--Continued

A. J. Hodges Industries, Inc.
Hunt Lumber Co., Inc.
L. D. Kellogg Lumber Co.
Lock-Moore & Company
Louisiana Long Leaf Lumber Co.
Martin Timber Company
Roy D. Martin Lbr. Co., Inc.
Carroll W. Maxwell Lumber Co.
Olin Mathieson Chemical Corp.
(Forest Products Division)
Pace Brothers Lumber Co.
N. D. Roberts Lumber Co.
Sabine Lumber Company
Springhill Lumber Company
Sturgis-Nix Lumber Company
Tremont Lumber Company
The Urania Lumber Co., Ltd.
Woodard-Walker Lumber Company
Woodard-Walker Sawmill Company

Shreveport
Ruston
Alexandria
Lake Charles
Fisher
Castor
Alexandria
Pollock
Shreveport
Minden
Alexandria
Zwolle
Springhill
Ruston
Joyce
Urania
Taylor
Heflin

MISSISSIPPI

Ackerman Planing Mill Co.
Bailey Lumber Co.
Crosby Lumber & Mfg. Co.
The L. N. Dantzler Lumber Co.
A. DeWeese Lumber Co., Inc.
D. L. Fair Lumber Company
Hood Lumber Company
Joe N. Miles & Sons

Ackerman
Laurel
Crosby
Perkinston
Philadelphia
Louisville
Hermanville
Lumberton

MISSOURI

Dierks Forests, Inc.
Fleishel Lumber Company

Kansas City
St. Louis

NORTH CAROLINA

Barrow Manufacturing Co.
Corbett Lumber Corporation
L. R. Foreman & Sons Lumber Co.
Lumber River Manufacturing Co., Inc.
J. & Turner & Son, Inc.
H. M. Walker Lumber Company

Ahoskie
Wilmington
Elizabeth City
Lumberton
Weldon
Battleboro

SOUTH CAROLINA

J. S. Dixon Lumber Co.
Flack-Johns Lumber Co., Inc.
Holly Hill Lumber Company

Lake City
Monck's Corner
Holly Hill

SOUTH CAROLINA--Continued

Lightsey Brothers
Carl W. Mullis Lbr. Co.
Russellville Lbr. Co.
Tighman Lumber Company
C. M. Tucker Lumber Corp.

Miley
Lancaster
Sumter
Sellers
Pageland

TENNESSEE

E. L. Bruce Co., Inc.
Vestal Lumber & Manufacturing Co., Inc.

Memphis
Knoxville

TEXAS

Allen-Peavy Lumber Company
Anderson Manufacturing Co.
Angelina County Lumber Company
Atlanta Lumber Co.
Boettcher Lumber Company
W. T. Carter & Brother
Edens-Wood Lumber Company
Edens-Birch Division
Southwest Lumber Mills, Inc.
Grogan Brothers Lumber Company
Grogan-Cochran Lumber Company
Lacy H. Hunt Lumber Co.
Kirby Lumber Corp.
L. & M. Lumber Company
Southern Pine Lumber Company
Williams Lumber Company

Kountze
Tenaha
Kellys
Atlanta
Huntsville
Houston
Jasper
Corrigan
Conroe
Magnolia
Nacogdoches
Houston
Willis
Diboll
Cleveland

VIRGINIA

Barnes Lumber Corp.
Union Bag-Camp Paper Corporation
The Williams & McKeithan Lumber Co.

Charlottesville
Franklin
Lynchburg

FLORIDA

Alger-Sullivan Sawmill Company
Dantzler Lumber & Export Co.
W. H. & J. O. Huxford, Inc.
Mutual Lumber Co.
Neal Lumber & Mfg. Co.
Ocala Lumber Sales Co., Inc.
Perry Lumber Co., Inc.

Century
Jacksonville
Perry
Jacksonville
Blountstown
Ocala
Perry

GEORGIA

Alexander Brothers Lumber Co.
Augusta Hardwood Co.
Balfour Lumber Co.
Del-Cook Lumber Co.
Elija Lumber Company
A. I. Fuller Lumber Company
Georgia-Pacific Corp.
Holly Springs Lumber Co.
The Langdale Company
(Lumber Div.)
McElrath-Stewart Lbr. Co.
Reynolds & Manley Lbr. Co.
Rush Lumber Company
Shepherd Lumber Corporation
L. B. Springle Lbr. Co.
Sullivan Lumber Company
Tolleson Lumber Company
Union Timber Corp.
Wade & Whittle Lumber Co.
H. & J. Williams Lbr. Co., Inc.
Willis Lumber Company

Columbus
Augusta
Thomasville
Adel
Elija
Ocilla
Augusta
Atlanta
Valdosta
Macon
Savannah
Hawkinsville
McRae
Gainesville
Preston
Perry
Cogdell
Douglas
Nashville
Bainbridge

LOUISIANA

J. A. Bentley Lumber Company
L. L. Brewton Lumber Company
Ronald A. Coco, Inc.
Crowell Lumber Industries
Hilyer-Deutsch-Edwards, Inc.

Zimmerman
Winnfield
Baton Rouge
Long Leaf
Oakdale

Million Impressions!





"Nothing cuts like L·O·F window glass"

—Earl Hall, owner

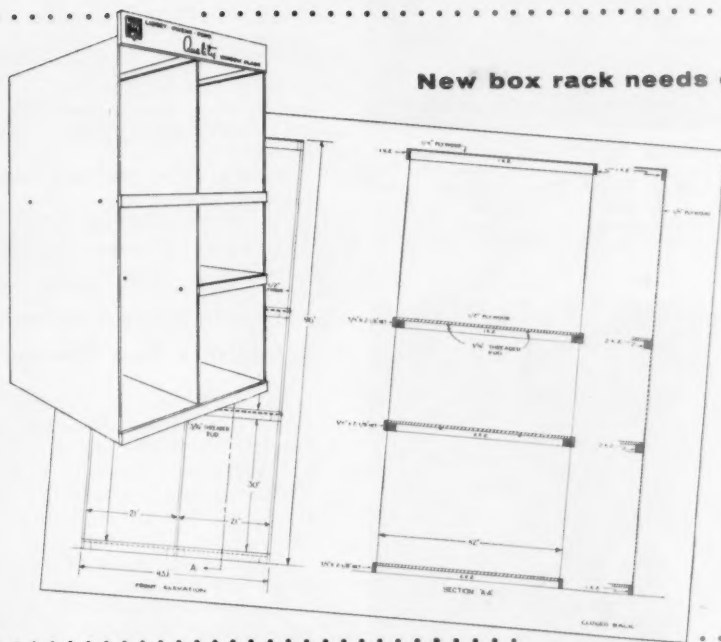
Cunningham Hardware, Des Moines, Iowa

"Believe me, the clean, easy cutting I get with Libbey-Owens-Ford Window Glass saves me time and money. And the service and sales aids I get from my L·O·F distributor make my glass department a pleasure to run.

"My customers demand top-quality merchandise . . . they get this and more . . . from Libbey-Owens-Ford."

FALL "FIX-UP TIME" IS HERE

Your customers will be checking their windows and storm sash to put them in good condition for winter. Be sure you have adequate stocks of all standard sizes of glass. Specify L·O·F—best-known label on window glass. While you're at it, ask for a supply of point-of-sale material to promote greater glass sales.



**New box rack needs only 12 square feet
of floor space**

Holds glass right in L·O·F's self-storing plywood side boxes. Easy to construct. Ask for blueprints of WG-3 Rack. Also, order "For Greater Profits" booklet which contains plans for a variety of glass-storage racks. Call your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages) or write to Libbey-Owens-Ford Glass Co., Dept. 14109, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY·OWENS·FORD WINDOW GLASS

The glass that cuts easier, snaps clean

TOLEDO 3, OHIO

INDUSTRY NEWS

(Continued from page 32)

Vienna Philharmonic Will Highlight NRLDA Annual Session at Cleveland

The Vienna Philharmonic will highlight the entertainment program of the National Retail Lumber Dealers Assn.'s sixth annual building products exposition in Cleveland, Ohio, November 14-17.

Under the baton of Herbert von Karajan, the orchestra will appear in only ten cities during its second American visit. NRLDA has made special arrangements to have the orchestra's only Cleveland concert performed on Sunday, November 15. Choice blocks of reserved seats are available.

Delivering the keynote address at the exposition will be Stary Gange, prominent Visalia, Calif.,

executive. As principal speaker at the kick-off breakfast, Gange will discuss business challenges and opportunities created by technical and economic expansion predicted for the 1960's. He has selected as his title "The Best Is Yet to Be."

Gange is vice-president in charge of field operations and public relations for Pacific Olive Co., olive processing plant. Prior to joining Pacific Olive, he was vice-president of the Central Valley Empire Assn., Lindsay, Calif.

During the past nine years, Gange has appeared before 823 audiences, necessitating more than 700,000 miles of travel.



MARRIAGE OF MANY TYPES — Research-demonstration house, now under construction at Champaign, Ill., incorporates number of new ideas in component construction. House is cooperative project developed by Douglas Fir Plywood Assn., Lumber Dealers Research Council, and Plywood Fabricators Service, Inc. The 2,000 sq. ft. structure will be built with rigid frame bents, fir plywood stressed skin panels, plywood box beams, plywood cathedral beams, simplified box girder floor system, Lu-Re-Co wall panels, and Lu-Re-Co trusses. Construction probably will be completed in January.



GIGANTIC DOUGLAS FIR — Lumberjacks at Cook Creek logging camp in Northern Grays Harbor County, Washington, briefly relived bygone logging eras when they recently felled this old growth of Douglas fir for Harbor Plywood Corp. Butt of tree measured 9½' in diameter, which will yield estimated 25,000 board feet of cut lumber. Count of annual growth rings indicated the giant tree to be nearly 800-years-old. Special permits were required for transportation since tree's diameter was 1½' over legal limit of 8' for transportation along public highways in Washington.

CONVENTION CALENDAR

OCTOBER 17-18: Oklahoma Lumbermen's Assn., Municipal Auditorium, Oklahoma City. Exhibits.

NOVEMBER 14-17: National Retail Lumber Dealers Assn., Cleveland, Ohio. Exhibits.

NOVEMBER 16 - 18: National Building Material Distributors Assn., Edgewater Beach Hotel, Chicago, Ill.

NOVEMBER 16-18: Southern Sash & Door Jobbers Assn., Shamrock Hotel, Houston, Texas.

JANUARY 18-20: Kentucky Retail Lumber Dealers Assn., Kentucky Hotel, Louisville. Exhibits.

JANUARY 24-27: Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Exhibits.

FEBRUARY 3-5: Middle Atlantic Lumbermen's Assn., Chalfonte-Haddon Hotel, Atlantic City, N. J. Exhibits.

FEBRUARY 17-19: Virginia Building Material Assn., Hotel Chamberlin, Fort Monroe. Exhibits.

MARCH 8-10: Carolina Lumber and Building Supply Assn., Municipal Auditorium, Asheville, N. C. Exhibits.

MARCH 22-24: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans. Exhibits.

Masonite Splits Southeast; Establishes Two Divisions

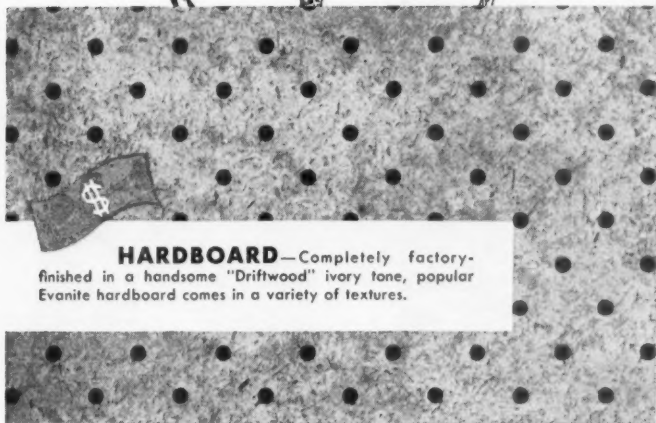
Masonite Corp.'s Southeastern Division office in Atlanta has been halved. The office now consists of a Southeastern Building Products Division and an Atlanta Industrial Division, with both headquarters in Atlanta.

"Expanding markets for the company's building products and its industrial hardboard are responsible for the change," said F. O. Marion, general sales manager.

P. A. Sharp, former Southeastern Division manager, has been appointed head of the Atlanta Industrial Division, with responsibility for operation of the Atlanta office. John T. Moore has been promoted from assistant manager, Southeastern Div., to manager, Southeastern Building Products Div.



FIR PLYWOOD—Evans quality
—DFPA grade-marked—assures you of the
finest interior and exterior fir plywood. Evans
is a member of the Douglas Fir Plywood Assoc.



HARDBOARD—Completely factory-
finished in a handsome "Driftwood" ivory tone, popular
Evanite hardboard comes in a variety of textures.

*The next best thing
to a Money Tree...*

EVANITE® BIG THREE



*IT PAYS TO BUY
FROM YOUR JOBBER!*

EVANS

**PRODUCTS
COMPANY**
PLYMOUTH, MICH.

SALES OFFICES:
CHICAGO, ILL.
TAMPA, FLA.
COOS BAY, ORE.
ANAHEIM, CALIF.
DANBURY, CONN.



PLYWALL—All wood panels...
popular grains at half the usual cost of fine
wood paneling. Baked-on Poly-Clad finish
protects against fading, mars, scuffs and stains.



TRUE SOUTHERN 'FEEL' — Massive Doric columns fronting newly-completed headquarters plant of Southern Metal Products Corp., 1775 Airways Blvd., Memphis, Tenn., carry out southern tradition in colonial design. Until its recent occupancy of new building, firm managed production and business in temporary quarters, following destructive burn-out last February. New concrete and steel building is said to be equipped with most up-to-date machinery available for producing Southern metal trim, thresholds, sash balances, screen products, and weatherstrip materials.

MOVING UP in the industry

Andersen Corp. . . . HAROLD MEISSNER has been named southern region sales manager by this manufacturer of wood window units in its new six-region sales setup. Meissner will headquarter in Memphis and direct a sales group covering North Carolina, South Carolina, Georgia, Florida, Mississippi, Louisiana, Kentucky, Tennessee, Missouri, Arkansas, Kansas, Oklahoma, and Texas. CLARE STOUT, field sales manager, will direct the six-region setup out of Bayport, Minn., headquarters.



Meissner

Stout

Globe Roofing Products Co. . . . EARL C. FAULKNER has been appointed president of this manufacturer of roofing and siding products. Earlier, Faulkner was with U. S. Gypsum Co. as salesman, district merchandise manager, and general sales manager. In 1952, he became executive vice-president of Lehon Co. Prior to joining Globe, Faulkner was vice-president and board director of Philip Carey Mfg. Co.

American Sash & Door Co. . . . JACK L. JONES, north Alabama and city salesman for the past six years, has been appointed assistant manager of this Kansas City, Mo., subsidiary of Huttig Sash & Door Co.

(More MOVING UP on page 68)

CALL HUTTIG FIRST...

*they'll
have it!*

HUTTIG HAS IT IN 14 CITIES...

*just pick up
your phone*

Huttig assembly plants and warehouses, in 14 cities, always ready for you with quality building products, kept at peak of completeness.

On-time delivery is one of many advantages of dealing with Huttig. In each city, experienced representatives are ready at your call to assist with your customers' problems. Pick up your phone . . . now!

MANUFACTURERS: all types of quality millwork, Satin Brand Door Units, Satin Seal Window Units, Satin Brand By-Passing and Pocket Door Frames, Windows, Frames, Louver Doors and Blinds.

DISTRIBUTORS: nationally known building products . . . Andersen Windowalls, General SSS Doors, Twinow, Thermopane, Berry Steel Garage Doors, Marlite, Upson Products, Armatol Wood Preservative, Prefinished Hardwood Plywoods, Miami Bathroom Cabinets, Plaswood, Coffman Ornamental Iron, Weiser Locks, WellBilt By-folding Doors, WPP and Fir Mouldings, Fir Plywoods, Fir & WPP Doors.

HELPING YOU
BUILD THE
SOUTH

Huttig

SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

* Birmingham Sash & Door Co. ** Memphis Sash & Door Co. † American Sash & Door Co.



Footprints—One careless step costs you money!



Discoloration—Moisture, dirt, grime mar exposed surfaces of fir finish.



Poor figuring when you spoil this scratch pad. Pencil pressure mars.



Surface marring can make this lumber hard to sell.

end this damage loss with

Georgia-Pacific packaged fir finish lumber!



Now you can sell *mill-fresh* fir finish lumber! Georgia-Pacific protects this superb lumber with new plastic-coated, heat-sealed packaging.

- Stays bright in color; clean, unmarked, dry.
- Safe to store at yard or job site.
- Easy to handle, easy to inventory.
- Easy to open for one-piece removal.
- Available in wide range of sizes and lengths.

Call your local G-P source or write today.

See the Georgia-Pacific exhibit in NRLDA show—booth #1034



GEORGIA-PACIFIC

Redwood & Plywood • Lumber & Hardboard • Pulp & Paper
Dept. SBS, 1059 Equitable Bldg., Portland, Ore.

Send information on Fir Finish.

Name

Firm

Address

City Zone State

MODERN!
WABASH

Tomorrow's window

VISTA



DISTINCTIVE VISTARAMA CASEMENT WINDOWS—with exclusive Vistarama removable framed grids. Slimlined elegance combined with a smart decorator touch.

YEARS AHEAD of all other windows—Vistarama leads in design, engineering and construction. Quality craftsmanship combines with “new idea” features to make Wabash Vistarama the wood window line that sells on sight.

The Wabash Vistarama line, with its new dimension in styling, offers you windows to sell for every home, every room. Not shown above are Vistarama Panel Windows . . . versatile units that install in countless groupings; can be used as awnings, hoppers, fixed units or as economy casements. And gracious

Vistaview Picture Windows combine with any ventilating unit in charming combinations.

All Wabash Vistarama units are crafted of preservative-treated Ponderosa Pine . . . backed by 75 years of Wabash woodworking skill. Ask your jobber for the facts on this modern line of quality wood windows . . . check his complete stocks . . . his high-powered arsenal of promotional and selling aids. Find out how easily you can take on the modern window line—the “new idea” line with features that sell on sight—Wabash Vistarama.

eatures...here today!

RAMA

WOOD
WINDOWS



MODERN VISTARAMA PICTURE-AWNING WINDOW—for a picture view and fresh air, too. Fixed upper sash, ventilating lower sash in a single Vistarama unit.

Typical Vistarama advanced design features:

MORE WEATHER-TIGHT—neoprene weatherstrip, applied to the frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

RIGID CONSTRUCTION—assures permanently square frames. Glued and pinned slot and tenon construction.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster and easier to reglaze.



DISTRIBUTED BY:

Addison-Rudesal, Inc., Atlanta, Ga.
Central Warehouse Corporation, Bristol, Va.
Central Woodwork, Inc., Memphis and Jackson, Tenn.
Dealers Warehouse Corporation, Knoxville, Tenn.
Dyke Bros., Kansas City, Missouri
Harris-Webber Sash & Door Co., Nashville, Tenn.
Reserve Warehouse Corporation, Chattanooga, Tenn.
Scott Sash and Door Co., Little Rock, Ark.


WABASH VISTARAMA IS THE REGISTERED TRADE-NAME OF

THE WABASH SCREEN DOOR COMPANY

310 South Michigan Avenue • Chicago 4, Illinois



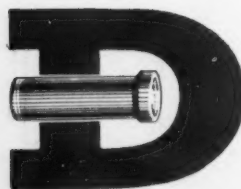
HEFTY OPERATIONS — These expansive loading docks at Harbor Plywood Corp's new Cincinnati, Ohio, sales warehouse are designed to accommodate four trucks and three railroad cars simultaneously. New sales offices in expanded facility are paneled throughout with Harbor's products. Heading up new Cincinnati operations at 1231 Draper St. are Jess Bunch, manager, and Lou Bitzenhofer, Henry Kuehn, Robert Appel, and Joe Crouch, all field salesmen. Harbor's Cincinnati operation, one of a chain of 17, serves Kentucky along with other neighboring states in that region.

Another good reason why it pays to be a  Dealer

500%

**1958 sales of
Dickey Perma-Line® Clay Pipe
with Coupling increased 500%**

Although the Dickey compression-type Coupling was introduced just a short time ago, its acceptance and popularity have grown at an amazing rate. In 1958, over a half-million feet of Dickey Perma-Line® Clay Pipe with the Dickey Coupling were sold...a 500% increase over 1957. If there is still a "hold-out" in your town, get him to try this Coupling just once...he'll never go back to the old way of jointing pipe. Sell the pipe that outlasts the house it serves, with the Coupling that joints in seconds...Dickey Coupling/Pipe.



Providing improved sanitation for better living

DICKEY sanitary
salt-glazed
clay pipe

W. S. DICKEY CLAY MFG. CO.
Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex. Ark.

9044

If it's made of clay it's good...if it's made by Dickey it's better

Seidlitz Paint & Varnish Co. . . .

RAY W. GONSER is the newly-appointed traffic manager for this paint manufacturer. Gonser, assistant credit manager since 1951, likewise will continue in his old capacity.



Gonser



Kraft

Zonolite Co. . . . ERNEST R. KRAFT

is now acting-manager of Washington, D. C., district of this producer of vermiculite products. In his new capacity, Kraft will serve lumber and building supply dealers, architects, and contractors in the area.



Childs



Mettetal

Keasbey & Mattison . . . LEONARD

F. METTETAL has resigned as secretary of this manufacturer of asbestos, asphalt, and heat insulating products to assume duties as office manager. Succeeding Mettetal as secretary is HODGES B. CHILDS. In addition to regular corporate functions of the secretary's office, Childs will be responsible for employee pension and insurance programs.

(More MOVING UP on page 70)

SELL THE **BIG** DIFFERENCE
IN COMPLETE WINDOW UNITS

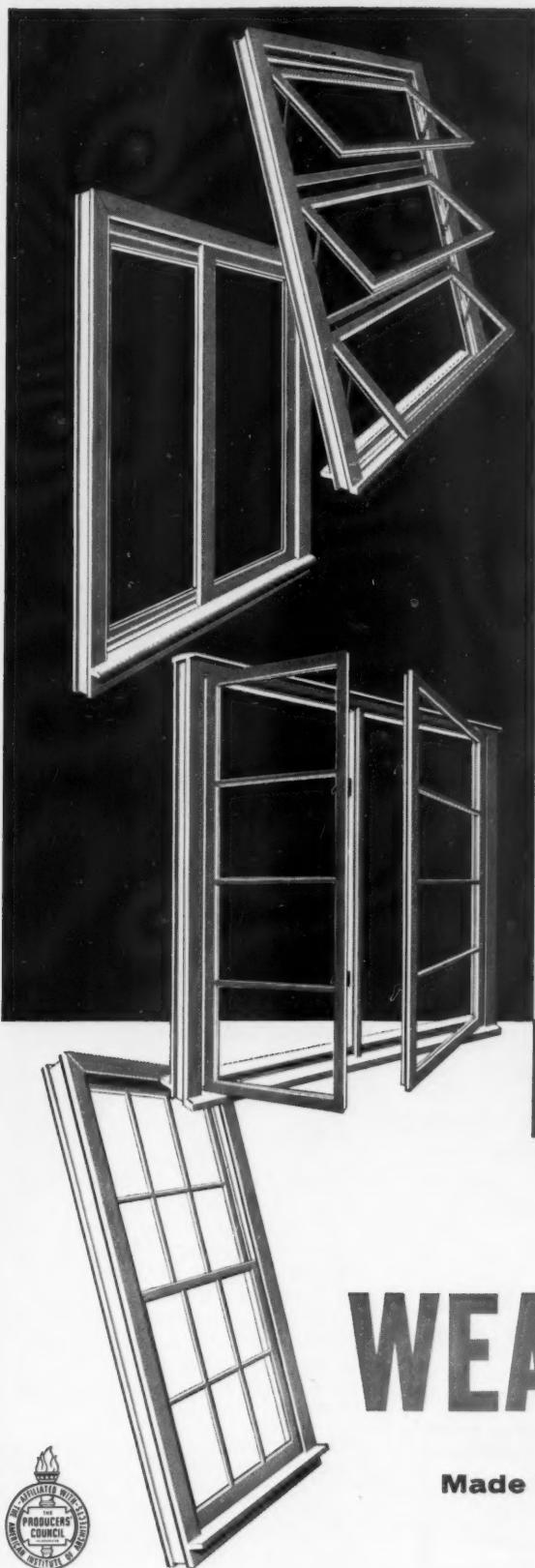
The BIG difference between various brands of weatherstripped windows lies in how well they perform the essential functions of admitting air and light, and resisting the infiltration of cold, dirt and moisture. It is a BIG difference that depends almost solely on the weatherstrip.

That is why more Metalane® weatherstrip is used by leading millwork producers than any other anodized aluminum weatherstrip, to insure the continued efficiency of their windows and exterior door units.

MetaLane weatherstrip (anodized aluminum) improves the quality of even the best windows.

It never loses its firm, resilient weathertightness. It won't wear, corrode, stain millwork and masonry; and always keeps windows operating freely in any weather.

It is easier to sell the BIG difference of value in MetaLane weatherstripped window and exterior door units. Get them from your Millwork Jobber.



MONARCH METALANE WEATHERSTRIP

Made from ANODIZED ALUMINUM



MONARCH METAL WEATHERSTRIP CORPORATION • 6343 ETZEL AVENUE • SAINT LOUIS 14, MISSOURI



UNIQUE DATA OUTLET — This class of representatives from southern Suburban built-in appliance distributors and dealers comprised first of six complete three-day service schools, recently sponsored by Samuel Stamping and Enameling Co. at Chattanooga, Tenn. Training school constituted portion of Samuel's new education and service program to continue throughout 1960. Other than for transportation expense involved, Samuel is said to have footed all food and housing bills for reps while in Chattanooga.

Goodyear Tire & Rubber Co. . . .

P. E. MULVEHILL, former Los Angeles flooring representative, has been appointed Dallas, Texas, district manager. He succeeds C. E. HIXSON, recently made Chicago district manager. Mulvehill has been with Goodyear since 1946, named Houston, Texas, flooring representative in 1953.



Braun

Mulvehill

Chambers Built-Ins . . . L. O. (LES)

BRAUN is new southeastern division sales manager, responsible for sale of Chambers "matched" built-in kitchen appliances in North Carolina, South Carolina, Alabama, Georgia, and Tennessee. Braun, a former manufacturer's representative in the mid-South, previously served in the appliance industry.

U. S. Gypsum Co. . . . HENRY C. BEAR

has been named vice-president of merchandising at U. S. Gypsum. Bear joined the company as a salesman in 1936, serving later as city sales manager in St. Louis, and as district manager in Cincinnati and in Cleveland. He became merchandise manager of mason supplies in 1946. He returns to merchandising after six years in purchasing, first as director and then as vice-president.

Simpson Timber Co. . . . A. R. GREEN

has been promoted from treasurer to company vice-president. Green, with Simpson financial and tax affairs since 1925, is succeeded as treasurer by ROBERT B. HUTCHINSON, comptroller since 1957.

(More MOVING UP on page 72)

PREMIUM LUMBER-- COMPETITIVELY PRICED!



White Fir

White Fir lumber is soaring to new heights of popularity in residential construction and industrial use nationwide.

The building trade is rapidly recognizing this specie as an economical material that more than meets the requirements of durability, strength and workability.

To meet the demand, TW&J sawmills manufacture premium quality, uniformly graded, kiln dried, high altitude White Fir dimension in all grades and sizes from 2 x 4 to 2 x 12.

ASK YOUR WHOLESALE FOR TW&J PREMIUM WHITE FIR DIMENSION

1960 is TW&J's 50th Year in the Lumber Business

For quality West Coast
lumber products
look to—**TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211



*you build with the
best in fireproof gypsum
with*

BESTWALL GYPSUM BUILDING PRODUCTS

*first with glass fiber
reinforcement**

**for superior
performance at
no extra cost.*



BESTWALL GYPSUM WALLBOARD is reinforced with glass fibers for greater strength. You'll find better nailing, easier scoring and snapping, less shipping damage, less breakage on the job. Available plain or pre-decorated. Line includes Insulating Board plus Firestop Bestwall for fire-rated construction.



BESTWALL GYPSUM PLASTERS with glass fibers are ideal for machine application; won't clog hose or nozzle. Glass fibers add great strength, eliminate balling, reduce droppings. Also available unfibered, either neat or mill-mixed. All are "plastisized" for smoother working, longer storage life.



BESTWALL GYPSUM SHEATHING is reinforced with glass fibers to give greater structural strength. Core and papers are water repellent; tongue and groove V-edges. Light weight means easier handling, faster installation.

FIREPROOF GYPSUM

BESTWALL

BUILDING PRODUCTS

BESTWALL GYPSUM COMPANY • Ardmore, Pennsylvania • Plants and offices throughout the United States

SOUTHERN BUILDING SUPPLIES for OCTOBER, 1959

For more details on above items, use Coupon on Page 95

71



PROTECTIVE WRAPPING reportedly eliminates in-transit damage from weather and handling of long-haul truck shipments for this Georgia-Pacific Corp. upper-grade lumber. Recent 30,000 board-foot load of factory-sealed and packaged redwood siding was delivered to G-P's Portland, Ore., warehouse from its Samoa, Calif., operations. Gross weight was 71,000 lbs. on maximum 72,000 lbs.



IMMEDIATE SHIPMENT

when your order is received!

You can always depend upon America's oldest and largest manufacturer of residential window operative hardware and weatherstripping for prompt, efficient service. Stocks in our Grand Rapids plant and our Atlanta warehouse are maintained at such high levels that we can assure you shipment when your order is received.

Our continuous research and development has resulted in many new and basic advancements. In our all-out effort to give you the *best for less*, savings effected through our mass production program are immediately passed on to our customers.

We are represented throughout the nation by a staff of experienced sales engineers who stand ready to help you solve any special problem that may arise. We consider it a privilege and a pleasure to be of service to you . . . call on us any time!

Write FOR ILLUSTRATED CATALOG

GRAND RAPIDS HARDWARE CO.

QUALITY LEADERS IN SASH HARDWARE FOR OVER 60 YEARS

560 — 11th STREET, N. W.

GRAND RAPIDS 2, MICH.

Weyerhaeuser Co. . . . ROBERT S. DOUGLAS has been named vice-president, in charge of marketing, Lumber and Plywood Div., with headquarters in Tacoma, Wash. He will also maintain his present office in St. Paul. Douglas was named vice-president and general manager of the Sales Co. in 1950, later elected executive vice-president. A director of the National Lumber Manufacturers Assn., he joined Weyerhaeuser in 1923.



Douglas

Bruck

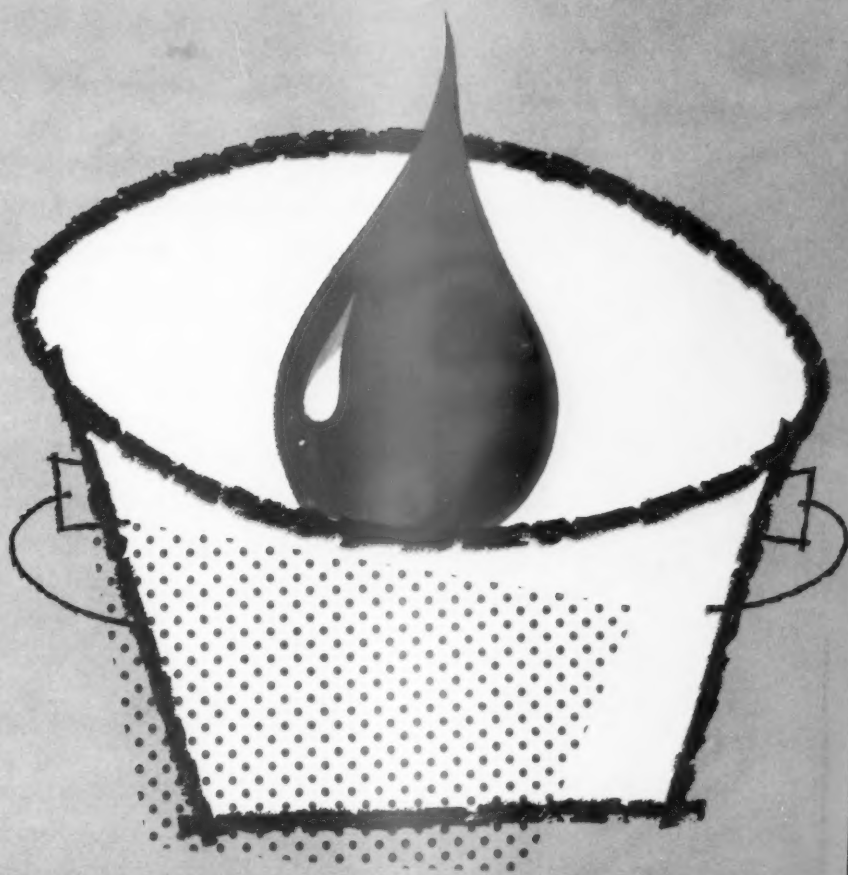
Harbor Plywood Corp. . . . P. S. (PHIL) HILL, former manager of the Northlake, Ill., warehouse, has been appointed special representative in firm's sales department. Succeeding Hill as manager of Northlake warehouse is PAUL BRUCK JR., previous sales manager for Mohawk flush doors. With offices in Chicago, Hill will represent Harbor Plywood nationally in negotiating with manufacturers, in customer relations, and industrial development.

Specialty Converters, Inc. . . .

H. L. (JESS) WILLARD was elected president of this manufacturer of waterproof paper barrier products used in construction. Willard was formerly merchandising manager of American Sisalkraft Corp. Other newly-elected officers are Laurent Oppenheim Jr., board chairman, and Douglas E. Donovan, executive vice-president.

Illinois Lock Co. . . . RONALD G. PEARSON has been named assistant sales manager of Illinois Lock. Pearson, who joined the company six months ago, has a B.S. degree from Oklahoma and a M.B.A. degree from Northwestern.

why
settle
for
just
a
drop in the bucket



GET AUTOMATION PLUS WITH MARTIN SENOUR

Simplified Selling Procedures

Years ahead with Color Automation Plus Profit

Martin Senour automation Mixes, Matches, Makes Money for You! Paint selling today is more than a machine and myriads of color. You need a complete, coordinated program integrated with a fool-proof, *simplified* selling procedure.

ONLY MARTIN SENOUR GIVES YOU BOTH!

Look to the Leader

It stands to reason that Martin Senour has the most advanced paint selling program. Just check the record. For more than 80 years Martin Senour has paced the industry with quality of product, research, color development, creative merchandising and progressive marketing.

Martin Senour was *first* with a complete color program.

Martin Senour was *first* to perfect automation.

Now—Martin Senour again makes paint history with the *first* coordinated system of color selection and selling continuity.

Here's the Plus that Provides the Profits!

Color Co

Here's what the dealers are saying:

"... had PLUS business."
City Paint Company, Atlanta, Georgia

"... business has far surpassed what we expected
so soon. 95% of paint sales mixed by Colorobot."

B. A. Crawford Construction Co.
Clarksdale, Mississippi

"... a tremendous boon."

Arthur Stein
Miami, Florida

"... phenomenally accurate."

Shannon & Sons
Hayward, California

"... contractors changed to
Martin Senour..."

Mineola Paint & Wallpaper Corp.
Mineola, L.I., New York

"... greatest contribution
to this era."

Elton Paint Co., Inc.
Brooklyn, New York

"... over-all gross increased 4%."

Phelps-Clark Corporation
Pasadena, California

Exciting to our floor traffic."

Saul Mirken Paint Co.
New York City

"Wonderful ... most economical
method yet devised."

Decorator Paint, Inc.
Oakland, California

"IT'S GREAT!"

Watkins Paint Company
Ft. Lauderdale, Florida



COLORBOT...The Aristocrat of Automation

Colorobot is a true electronic wonder. One simple punch card operation does the complete color processing. Accuracy regardless of temperature. Colorobot dispenses up to three colorants at once ... makes quarts, gallons or fives in 10 seconds or less. Offers finishes for every surface, in all colors, at competitive price.

Colorobot has proved the most outstanding automation device in the world. In the eighteen months since its introduction, dealers everywhere are amazed at the unfailing accuracy, the efficiency, the remarkable speed of Colorobot. More important — Colorobot has meant more sales, more profitable selling at all levels.

o-Stars



INTRODUCING

JET BLENDER...The Mighty Mite of Automation

Now, the same electronic genius that created Colorobot brings you **JET BLENDER**. With an amazingly low investment you are assured of the proved accuracy and precision performance of perfected Martin Senour Automation.

JET BLENDER is the perfect matchmaker for smaller dealers, branch stores and paint departments. Just

push, pull and profit. **JET BLENDER** delivers any color in any finish, in any quantity. Much quicker and more efficient than any manually operated machine, **JET BLENDER** actually gives twice the performance for half the price. Accuracy is equaled only by Colorobot. Maintenance is nil. You are guaranteed trouble free operation at a price so low every dealer can afford it.

Consumer Sales Simplifiers

Sell with complete color efficiency. These sales-clinchers mean less time — less work for you thru speedier selection.

Super Selection Simplifiers

Now all of your customers can "Test their Taste" in any color or finish without waiting! Both displays are available to you with *either* Automation Plan, complete with giant take home chips and cards. No more missed sales because of limited colors or slow service. Sell from stock or mix it in minutes, *automatically*.



All finishes are displayed and sampled

Flat Wall Finishes
Satin Gloss Enamel
Full Gloss Enamel
Floor and Trim Enamel
Wood Finishes
Exterior Flat or Gloss
Shake Paint
Masonry Finishes
Stains



WALL MODE PALETTES

Segmented color chip folders designed for specialty selling where mood setting is important. Rack mounted.



COLOR CARDS

The most simplified form of sales tool presented in a new dramatic form.

From Color Chip to Cash Register in Half the Time

Martin Senour is going places . . . doing big, bold, progressive things to help dealers sell. And now—regardless of type or size of your operation — you can be part of this dynamic new sales program with the magic of Martin Senour Automation.

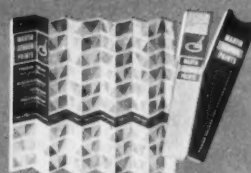
With Martin Senour you offer the newest colors, the most wanted colors, the sure-selling colors...and, you offer them in the most effective and simplified forms yet devised!

Tailor-Made Professional Aids

Only Martin Senour has selection aids designed expressly for professional use. These on-the-job tools have been specifically slanted for each type of account.

ARCHITECT SLIDE RULE

Streamlined reference for specification. 181 colors.



CONTEMPO PACK

Hand size color guide with 96 5" x 8" swatches of the most-used home furnishings colors.



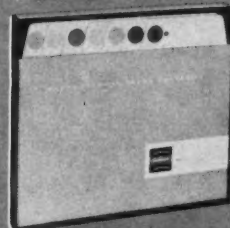
TREND INTERIOR PACK

Samples the latest, most exciting interior finishes.



PROFESSIONAL COLOR PORTFOLIO

Distinctive personalized, file size color coordinator for architects, decorators.



powerful, provocative promotion

Fascinating National Advertising

Spectacular full-page, four color ads tell the exciting new Martin Senour color approach to millions. These compelling ads are stopping readers, selling Martin Senour in HOUSE BEAUTIFUL, AMERICAN HOME, LIVING FOR YOUNG HOMEMAKERS, BETTER HOMES & GARDENS and SUNSET MAGAZINE.

Enticing In-Store Displays

These Martin Senour ads will work for you right in your own store with Giant Blow-Up Window Displays . . . Counter Cards . . . Reprints . . . Streamers!

Sure-Sell Direct Mail

Here's direct mail with a difference! Two complete, cooperative campaigns designed for positive sales results.

3 strikingly beautiful consumer mailers using the distinctive art and strong emotional appeal of the high successful national ads.

5 can't-stop-reading mailers that will bring in contractors and painters. They're fun to receive, fun to read, with plenty of persuasive sell.

Full-Scale Trade Schedule

Martin Senour is lining up big volume sales for you in a big way. Month after month, these influential, sales-clinching trade publications will be increasing your trade sales in AMERICAN PAINTER & DECORATOR, ARCHITECTURAL RECORD, AMERICAN LUMBERMAN, HOUSE & HOME, INTERIOR DECORATORS HANDBOOK, INTERIORS, WESTERN PAINT REVIEW, and PAINT & WALLPAPER LOGIC.

This tremendous Martin Senour Program can't be equaled anywhere. Don't miss out — get the complete sales-making story of Colorobot and JET BLENDER from your Martin Senour Man and send this coupon for full information:

This new selling science is backed with the most exciting advertising in the world of color. We're giving paint personality, new purpose, new meaning to your customers. Actually, Martin Senour offers more than complete selling efficiency and paint. We're selling a gracious, colorful way of life . . . beauty not buckets. And that's the strongest incentive to buy.



**MARTIN
SENOUR
PAINTS**

Automation PLUS . . . sounds good to me.

Please send complete information on:

- ☐ The "Color Efficiency" Sales Plan
☐ The Martin Senour Colorobot
☐ The Martin Senour JET BLENDER

We will send all the fascinating facts immediately, without obligation.

STORE NAME _____

YOUR NAME _____

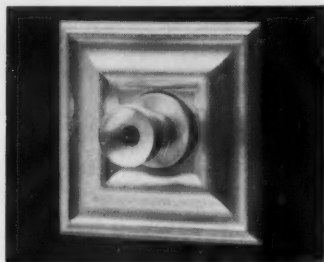
ADDRESS _____

STATE _____

THE MARTIN-SENOUR COMPANY • 2500 S. SENOUR AVENUE • CHICAGO 8, ILLINOIS

PRODUCT PARADE

GOLD ALUMINUM LOCK



Gold anodized aluminum lock finish is offered by Schlage Lock Co., Dept. SBS, 2201 Bayshore, San Francisco 19, Calif.

Because of its non-corrosive, scratch-proof finish, gold anodized aluminum is used as exterior trim. Schlage escutcheon designs available in this finish are Barrington, Savoy, Darien, Rivieral, and Regent with Plymouth, Novo, or Tulip knob designs.

Write J1 on reply card, page 95.

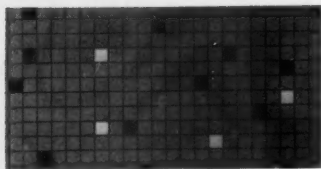
SAFETY LADDER SHOES

Ladder shoes for protection against slipping and tilting of ladders are available from Mine Safety Appliances Co., Dept. SBS, 201 N. Brad-dock Ave., Pittsburgh 8, Pa.

Called M-S-A Rialto safety ladder shoes, attachments are equipped with ten suction-cups to provide firm gripping on wet, greasy, muddy, or uneven surfaces. Shoes also feature saw-tooth toe for penetration of snow, ice, mud, or uneven gravel. Zinc-plated finish protects against rust and corrosion. Shoes are 6" long and 1 1/4" wide, and weigh approximately 2.3 lbs. each.

Write J2 on reply card, page 95.

BUCKSHOT CERAMIC TILE



Vico Buckshot ceramic tile is announced by Amsterdam Corp., Dept. SBS, 285 Madison Ave., New York 17, N. Y.

Clear luminous colors available in selection of six buckshot blends and three buckshot spatters, usable in kitchen, recreation room, living room,

back splash, entrance area, or bathroom.

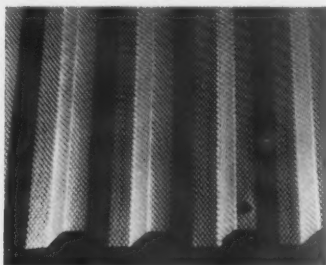
Comes in two-foot square sheets of 1" or 3/4" squares and packaged in cartons of 40 square feet each, weighing approximately 100 lbs. per carton. Laboratory tested, buckshot tile has been favorably cited by the American Standards Testing Bureau.

Write J3 on reply card, page 95.

ALUMINUM FARM ROOFING

Two aluminum farm roofing products which feature "rainlock" lapping device are introduced by Reynolds Metal Co., Dept. SBS-PRD-20, Richmond 18, Va.

Heavy (.0215) gauge diamond-embossed roofing and lighter (.019) gauge "all-purpose" stucco-embossed



roofing are available. "Rainlock" system has V-channel over to side rather than center of rib. This permits top-nailing and eliminates unattractive sagging and bulging of metal between purlins on underside.

Roofing comes in 50" widths for easy 48" coverage between purlins, and in lengths from 6' to 16'.

Write J4 on reply card, page 95.

FLOOR SURFACING AGENT

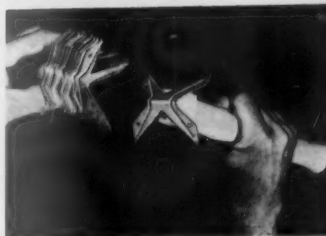
Consisting of epoxy resin plastic, a hardening agent, and kiln-dried sand, H-F Epoxy-Crete, when blended, bonds permanently to old or new concrete, wood, or metal floors, said to form a smooth surface resistant to impact, abrasion, and chemical action. It is produced by Howe & French Inc., Dept. SBS, Weymouth, Mass.

The compound sets in from 12 to 24 hours, attaining a tensile strength reportedly much higher than concrete. Highly skid-resistant, the material is suitable for both interior and exterior surfaces.

Correct proportions of the three H-F Epoxy-Crete components are packaged in 24- and 96-pound units, ready to mix and apply.

Write J5 on reply card, page 95.

WALLBOARD FASTENERS



To speed installation of Angle-Rite fasteners for gypsum wallboard, magnet-style application device has been developed by Butcher & Hart Mfg. Co., Dept. SBS, 4601 Cortland Ave., Altoona, Pa.

Locking gypsum lath at inside corners and ceiling angles, Angle-Rite results in full-floating corners which eliminate cracks due to expansion and contraction of wood studs and joists.

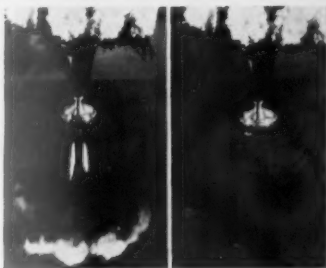
Magnet tool allows workman to hold up to 20, 3" Angle-Rites, picked up individually through tool's magnetic action, then positioned quickly in corner. Slight pressure is said required to position fasteners. Nails used only in limited areas where exceptional pressures are encountered.

Write J6 on reply card, page 95.

PLASTIC LAMINATE

Decorative plastic laminate is being manufactured by Swedlow, Inc., Dept. SBS, 394 N. Meridian Rd., Youngstown 9, Ohio — with assistance of Reynolds Metals.

Laminate is said to have warmth and appearance of natural wood which has been sanded, filled, stain-



ed, shellacked, and buffed to soft, translucent surface. Composed of impregnated core papers and overlay of hard thermosetting resin, Kevinite is available in rolls and sheets 30" and 36" wide. Reportedly resists boiling liquids, grease, and solvents.

Write J7 on reply card, page 95.

"IMPERIAL" GAS LIGHT

"Imperial," new model gas light, is available from Arkla Air Conditioning Corp., Dept. SBS, 812 Main St., Little Rock, Ark.



Item features golden eagle crest, sharply tapering glass area, hurricane-style chimney, and decorative glass gallery. Available with 8' 3" diameter post, it is 14 1/2" high and 13 1/4" wide. It has 75-80 candle power.

Write J8 on reply card, page 95.

FLOOR CRACK PATCHING

Jiffy Floor for repairing cracks and shallow holes in concrete or plank floors is available from the Monroe Co., Inc., Dept. SBS, 10708 Quebec Avenue, Cleveland 6, Ohio.

Jiffy Floor can be packed into very narrow cracks without interference to traffic or production. It is said not to crack, crumble, or curl, and to be impervious to temperature changes.

No cutting, chipping, mixing or drying is required for applying Jiffy Floor. Merely prime, fill the crack and compress with a trowel, tamper, or let truck wheels do the job.

Write J9 on reply card, page 95.

EXPANDED TILE LINES

Two additions have been developed for its tile products lines by Mastic Tile Corp. of America, Dept. SBS, Vails Gate, N. Y.

A silver-gray color has been introduced to Matico's Tweed series of asphalt tile flooring, to blend with either muted tones or bright shades. It comes in 9" x 9" tiles, 1/8" thickness.

Matico has introduced a new Universal plastic tile line. It is a precision-molded, perfectly square tile made from the same polystyrene used in super deluxe and deluxe lines, but designed at popular price.

Universal reportedly applies and aligns easily on painted or unpainted plaster walls, wallboard, and plywood. It can be installed either grouted or non-grouted. It has a water seal flange around the outer edge, and comes in 11 colors.

Write J10 on reply card, page 95.

SIMPLIFIED PUMP DESIGN

A simplified 1/3 h.p. two-wire submersible pump has been introduced by the Tait Manufacturing Co., Dept. SBS, 500 Webster Street, Dayton 1, Ohio.

This Rapidayton 3 Star has an oil-filled Tait-made motor. It reportedly reaches a depth of 90 feet at full 40 pounds pressure.

The 3 Star "plus power" motor has no capacitors or starting relays, and third wire has been eliminated. Thus, it can be installed easily and inexpensively. It is said to be remarkably free from maintenance problems.



Stage construction features patented "double life" design which incorporates hydraulically-balanced nylon impellers and stainless steel cases, both highly resistant to abrasion.

Write J11 on reply card, page 95.

TANK SWEAT VALVE

A valve, said to eliminate cause of tank sweating, is offered by Raymanco Mfg. Co., Dept. SBS, 118 W. Rose, Owatonna, Minn.

Moist-trol mixes hot water with cold to remove condensation which causes sweating. Valve is completely mechanical, no thermostats, bimetal, electric controls. It is said to install easily beneath floor, behind wall, or at tank. Once installed, no further attention reportedly is necessary.

Write J12 on reply card, page 95.

BATHROOM ACCESSORIES

Satin chrome finish bathroom accessories have been created by Donner Mfg. Co., Dept. SBS, 12860 Bradley Ave., Sylmar, Calif.

Wide selection is available in concealed screw, surface mounted, or recessed type accessories, matching polished brass and chrome finished designs.

Write J13 on reply card, page 95.

CAULKING COMPOUND

In wide variety of fast colors — from purest white through deepest shades — Maintz caulking compound is offered by West Chester Chemical Co., Dept. SBS, Box 39, West Chester, Pa.

Caulking compound may be applied by gun or knife, curing into resilient, rubber-like material. It is one-part curing system, used directly from container without further mixing.

Write J14 on reply card, page 95.

SHUTTER FRETWORK

A novel concept in interior decoration is Wing Craft Frets 'n' Frames — a decorative fretwork insert for windows, doors, screens, cabinet doors, and pass-throughs — offered by Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Ave., Dallas 6, Texas.

Frets 'n' Frames are offered in eight exclusive fretwork patterns. "India Temple," "Windsor Castle," "Clover Leaf," "Cane," and "Roman" are composed of cold rolled steel. "Nassau" is of woven basswood. "Sea Isle" pattern is made of spring-tempered aluminum, while "North-



town," of woven wire. Frames with Presto-Pins are also available for those desiring to create their own panels of personally-selected fabrics.

All frames are of select kiln-dried white fir, ready for painting or staining.

Write J15 on reply card, page 95.



**Don't let
SHORT STOCKS
stop sales**

**The Weyerhaeuser Louisville Yard Stocks 22 Broad Lines
of *First Choice* Building Materials for You to Supply Customers Fast, Profitably**

When the fall rush gets your inventory out of balance and you're faced with telling the customers "Sorry, we don't have it", remember: you can keep customers happy—and your profits up—by using the Weyerhaeuser Louisville Distributing Yard as your "branch warehouse". Order from 22 broad lines of first choice building materials, all available for immediate pickup or prompt shipment.

RAIL CARLOADS

Either mixed cars or straight cars can be supplied quickly and economically from the nearby Weyerhaeuser Distributing Yard. Shipments east, north and south get low rail rates.

TRUCK ROUTES

You dealers in Kentucky and southern Indiana get fast, reliable service from Weyerhaeuser's own trucks traveling regular scheduled routes.

Check the famous brands shown on this page. And instead of saying "Sorry, out of stock", say "We'll have it in short order"... from the Weyerhaeuser Louisville Distributing Yard.

**WEYERHAEUSER
Louisville
DISTRIBUTING YARD**

1360 DURRETT LANE, LOUISVILLE 13, KENTUCKY

(Watterson Expressway east of Kentucky Turnpike)

Telephone: EMerson 8-3331



OWENS-ILLINOIS
Pre-finished Hardwood Plywood



FILON
Fiberglass Building Panels



Nu-Wood
Insulation Board Products



Doors and Windows

Balsam-Wool
Sealed Insulation

Wood-Mosaic
Prefinished Block Flooring



U.S. Pat. Reg.

WHOLESALE BUILDING MATERIALS FOR FAST DELIVERY TO DEALERS

LATEX HOUSE PAINT

Latex house paint, formulated for wood surfaces as well as masonry and asbestos, is marketed by National Gypsum Co., Dept. SBS, Buffalo, N. Y.

Known as Gold Bond Exterior Velvet latex house paint, it purportedly allows moisture to escape through paint film, preventing blistering and peeling. Paint reportedly flows on easily, leaving uniform paint film. It does not pull or drag from brush and can also be applied with roller or sprayer. Paint is said to have no strong odor, to dry quickly, and to be rain resistant in less than one hour.

Write J16 on reply card, page 95.

SLIDING DOOR HARDWARE

Line of deluxe by-passing sliding door hardware, including satin bronze anodized extruded aluminum fascia track, is available from American Screen Products, Dept. SBS, Northlake, Ill.



Series 800 line includes matching satin bronze anodized aluminum door pulls. Sold separately or in complete packaged sets, series for 1½" doors features double wheel hangers with self-lubricating bearings and virgin nylon noiseless rollers. Also included is one-piece molded nylon noiseless door guide.

Write J17 on reply card, page 95.

BACKER-BOARD FINISH

Backer-board with exclusive finish, reportedly minimizing any adverse chemical reaction between moisture and aluminum, has been developed by the Insulation Division of Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Latest in Armstrong's line of Temlok structural insulation materials is easily identifiable by light yellow finish and Armstrong trademark.

Temlok backer-board with new finish also adds rigidity to aluminum to make it easy to handle on job site, to resist indentation and to add

structural strength. In addition, Temlok reportedly has sound deadening qualities and good insulation value.

Write J18 on reply card, page 95.

TRUSSED RAFTERS



United trussed rafters — by United Trussed Roof Co., Dept. SBS, 7000 Coral Way, Miami 55, Fla. — are rigidly designed, said to withstand superimposed loads due even to hurricane winds of up to 30 lbs. per square foot for a duration of 24 hours.

Use reportedly saves \$200 per house in unit cost of construction. Trusses fabricated from drawings prepared by engineering section in which truss members have been based on predetermined working stresses.

Write J19 on reply card, page 95.

FORK LIFT TRUCK

Automatic Transportation Co., Dept. SBS, 149 W. 87th St., Chicago 21, Ill., introduces transveyor "crab" truck.

Stereomatic steering is claimed to permit traversing in any direction, at any angle, with any shaped load. Steering and twin-drive motors operated by one control lever. Angle and



side steering controlled by steering wheel. With 65" over-all length, truck reportedly can turn completely in 70" circle.

Fast travel (5 MPH light, 4 MPH loaded) and lift speeds (32 FPM light, 22 FPM fully loaded) is said to provide safe, efficient handling by operator.

Write J20 on reply card, page 95.

PLATED CONCRETE DRILL

A combination concrete drill-anchor — now equipped with a protective double-plating in a gold-color finish — is available from Polis Manufacturing Co., Dept. SBS, Gregory Industries, Toledo Avenue and East 28th, Lorain, Ohio. The device is called the Gold Digger.

In the Gold Digger catalog, five types of drill-anchors are listed, including special flush, rod hanger, tie wire, and stud-head anchors. Installation is with electric or air hammer. Fifth type is a flush anchor installed by hand hammer only. All are of fire-safe, case-hardened steel with machined drilling teeth. Range of size is from 3/16" to ¾".

Write J21 on reply card, page 95.

GUTTER SHIELDS

"Topside" gutter shield for prevention of clogged eave troughs and downspouts has been developed by Knight Specialties Co., Dept. SBS, 4940 Greenfield, Dearborn, Mich.



Gutter shields are manufactured of expanded metal, aluminized for long life. Curved contour of expanded metal gutter shield serves as spring tension, holding it firmly in position over shingles, thus, allowing water drainage from roof to flow under gutter shield. Wide span commercial gutters are said to be easily covered by joining two sections to cover up to 8" span.

Write J22 on reply card, page 95.

SATIN-TONE FINISHES

Precision Weatherstrip Co., Dept. SBS, 7300 S. University, Chicago, Ill., introduces gold and silver Satin-Tone finish to its line of weatherstrip.

Satin-Tone reportedly prevents installation stains on white pine frames and sashes. Sealing action of baked-on finish on product prevents oxidation of aluminum alloy, which tends to resist smooth window operation. Glazed surface is said to provide constant sliding surface regardless of adverse weather conditions.

Weatherstrip is offered in Seal-Eaz and Alcote lines, as well as in regular mill-finish.

Write J23 on reply card, page 95.

STANDARD DOOR CLOSER

Door closer for screen and combination doors, said to install quickly, is introduced by Dexter Lock Div., Dexter Industries, Inc., Dept. SBS, Grand Rapids, Mich.

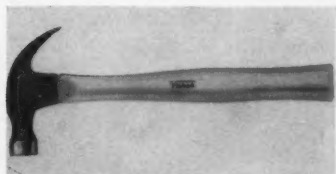


Dexter No. 78 standard door closer is companion to Dexter dialmatic door closer. No. 78 is compression spring closer with fingertip closing speed adjustment. Steel mounting spacer insures error-free mounting in simple, two-stage installation procedure. Unit, in baked aluminum finish, features simple, hold-open device, fastening by seven screws.

Write J24 on reply card, page 95.

ECONOMY-PRICED HAMMERS

An economy-priced line of drop-forged, heat-treated hammers, Series 200, is announced by Vlcek Tool Co., Dept. SBS, Cleveland 4, Ohio.

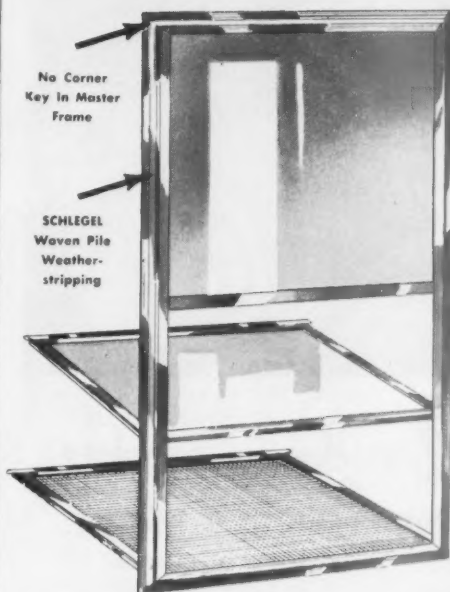


Features include hardened octagon head; highly-polished face, poll, and back of claw, and blue baked-enamel finish. Four hammers are included in series: curved claw nail pattern No. HC-207, 213 and 216; and straight claw ripping pattern HR-216. Head weights are 7, 13, and 16 oz., respectively.

Hammer handles are of double-wedged, clear-lacquer finish, select grade wood type. Six hammers are packed in standard box.

Write J25 on reply card, page 95.

here's the TILT window you can fabricate..



- ★ **EASIER**
- ★ **FASTER**
- ★ **MORE ECONOMICALLY**
- ★ **LOW COST TOOLING**

Vulco

EXTRUDED ALUMINUM
TILT WINDOWS
OFFER THESE ADVANTAGES

- Low Cost Tooling
- 5-Extruded Sections
- Blind Stop or Over-Lap Installation
- Picture Window Frames to Match
- Simplified Assembly
- Only Small Inventory Needed
- Drop-in Vinyl Glazing
- Burglar-Proof Locks at Sill

With only a small inventory of five Vulco Extruded Aluminum lineals you can fabricate any size Vulco Tilt Combination Window easier and as economically as any tilt window produced. With only six hand tools and a screw driver you're in business the Vulco way. Complete instructions on simplified fabrication are furnished.

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TIN METAL SURFACER

Tin Swipe — sponge impregnated with tinning metals, chemical cleaners, and flux — is offered by Wright Manufacturing Co., Dept. SBS, 1900 Euclid Ave., Cleveland 15, Ohio.



When tin is wiped across heated metal surface, it reportedly leaves smooth, yet complete tin coating. It is not necessary to prepare surface beyond wiping off accumulations of dirt or grease. Most common method of application is to wipe pad across metal, then apply heat. If heavier coating is desired, second wipe of sponge while metal is still hot is sufficient.

Write J26 on reply card, page 95.

WALL TILE ADHESIVE

White resin plastic wall tile adhesive has been introduced by Milwark Laboratories, Dept. SBS, 9 East 45th St., New York 17, N. Y.

Adhesive, spread with notched trowel, can remain exposed for more than four hours before installation. It is fast-setting enough, however, to allow immediate installation of plastic wall tile.

Adhesive comes in quart and gallon cans, as well as 3½ and five-gallon pails.

Write J27 on reply card, page 95.

DOOR WEATHER STRIPPING

Adjust-O-Seal door weather stripping is introduced by Gossen Weather Strip Corp., Dept. SBS, 2040 W. Bender Rd., Milwaukee 9, Wis.



It purportedly adjusts to any door condition, trims saw cut on bottom of door, compensates for overcutting, and provides tight fit. It eliminates need to shim threshold, adjusting to one-inch differential. Adjust-O-Seal is made of aluminum and vinyl.

Write J28 on reply card, page 95.

PANEL INSULATION

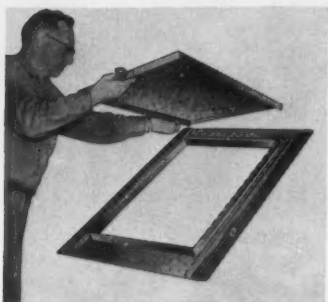
Insulation product designed for exterior wall application is introduced by Wood Conversion Co., Dept. SBS, First National Bank Bldg., St. Paul, Minn.

Called Balsam-Wool panel insulation, it is available in continuous rolls 8' wide, or in single sheets for application to 4' x 8' panel framing.

Insulation blanket has reflective aluminum liner and kraft paper liner bonded to opposite sides of insulation mat. Insulation blanket, designed to provide minimum $\frac{1}{4}$ " air space on both sides of insulation blanket in finished wall, has fire-retardant mat protected against wind and moisture infiltration by kraft paper liner facing exterior air space.

Write J29 on reply card, page 95.

GRAIN ROOF DOOR



Low cost roof grain door is introduced by Clay Equipment Corp., Dept. SBS, Cedar Falls, Iowa.

All-metal door is designed to retail for less than \$10.00. All-galvanized steel grain door provides elevator opening of 20" x 28". It can be opened from either inside or out. Door hinges up and off for filling, and a positive latch is said to prevent leakage.

Write J30 on reply card, page 95.

NYLON DRAWER GLIDE

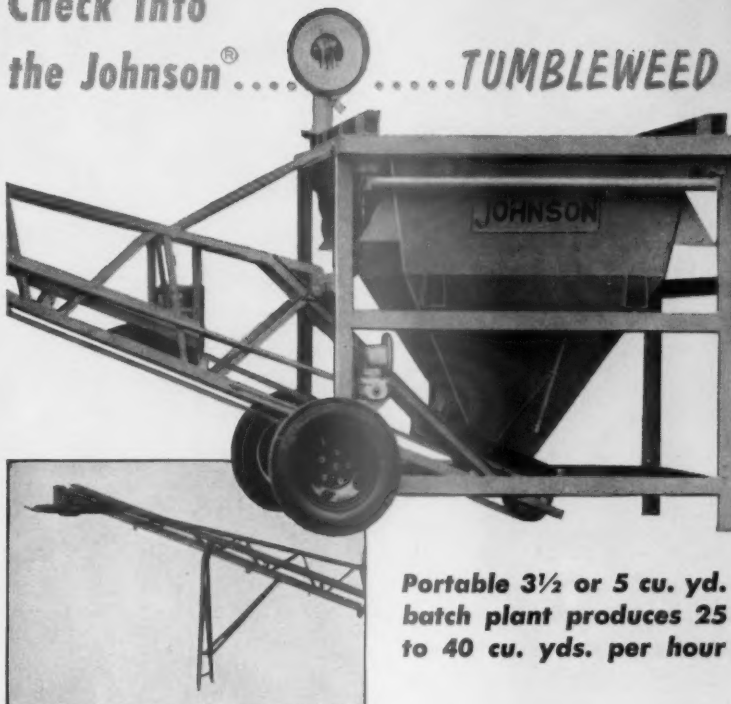
Nylon-on-metal drawer glides, now with a longer 21" monorail, have been introduced by Penn-Akron Corp., Dept. SBS, Hardware Division, Woodside 77, N. Y.

U-Nyl-Glide reportedly is simple, yet durable, enabling two drawers to be operated on a single wood center rail, since no anti-tilt rails are required. Side mounting of monorail on the wood rail, and side mounting on interior wall of cabinet, are alternate methods of application. A guide rail 18" long is also available.

Operation in all positions is smooth and quiet; drawer action is reported to be trouble-free. Although drawers are easily removed, positive stop is provided.

Write J31 on reply card, page 95.

Check Into the Johnson®TUMBLEWEED



Portable $3\frac{1}{2}$ or 5 cu. yd. batch plant produces 25 to 40 cu. yds. per hour

Looking for a low-cost start in the commercial ready-mix field? Or, perhaps you want to test a new market area . . . or set up a "sub-station" along outer perimeter of your present plant work-radius, to reduce transit-mix truck haul distance. Johnson TUMBLEWEED offers you that low-cost opportunity! It's a complete, self-contained batch plant on wheels. The batcher unit is mounted in sturdy, all-welded frame with built-in axle and towing assembly. The conveyor boom is bolt-connected to batcher frame for towing intact — or it can be removed for truck or rail shipment.

Handy 3-side charging

$3\frac{1}{2}$ -cu. yd. TUMBLEWEED can be increased to 5 cu. yd. capacity by adding hopper extension panels in the field. The big steel hopper is accessible from 3 sides for conven-

ient charging by front-end loader, and — the easy-reading, 24" diameter, cumulative weighing dial rotates for full visibility in all directions. (20,000-lb. dial scale is standard equipment.) Conveyor is available with 24" belt — electric or gas-line-powered. Discharge height is 11 feet for loading transit-mix trucks.

Optional accessories include: a built-in water meter with $1\frac{1}{2}$ " piping • bag hopper • portable bulk cement silo on wheels • steel conveyor belt cover. Want all the facts? Call your Johnson distributor about the new TUMBLEWEED today.

Makes a low-cost main plant or "sub-station"

Mail to: C. S. JOHNSON COMPANY, Champaign, Ill.

Send us: ☐ specs. ☐ price information on the TUMBLEWEED

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COMPANY _____

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SBS J-906



Their famous quality offers you a great opportunity!

You'll get a new kick out of selling when you handle Andersen WINDOWALLS. Callbacks on owner complaints are rare. And there's none of this business of *trying* to prove you've got a good window . . . you've got the best!

Builders, homeowners, everyone you sell already are familiar with Andersen WINDOWALLS' beauty and quality. Those who have Andersen WINDOWALLS are proud of them. A good share of those who don't have them would like them. Profits couldn't be more promising.

Andersen WINDOWALLS are not only No. 1 in the industry, they're growing bigger. And growing with them is as easy as becoming an aggressive Andersen dealer. So pick up your telephone and call one of the Andersen distributors below. Or get all the facts you want by writing Andersen Corporation, Bayport, Minnesota.

← Andersen Casement Windows, Charles Klopp, Architect

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New Orleans Sash & Door Co., New Orleans

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VIRGINIA

Huttig Sash & Door Co., Roanoke

Morgan Millwork Co., Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

FAN-LIGHT KITCHEN HOOD

Self-contained model, reportedly requiring no cabinet space, is featured in the "6000 Series" of fan-light kitchen hoods by Emerson Electric Mfg. Co., Pryne Div., Dept. SBS, 8100 Florissant Ave., St. Louis 36, Mo.



Model 6800 hood, one of three models in series, has built-in fan and light fixture. It uses blower type power pack, 750 CFM, free air, with push button switches on front controlling fan and lights. Hood is pre-wired for quick, easy installation. Other styles include model 6600 Island Hood and model 6000, both pre-wired and equipped with fan and light push-button controls.

Available in 36" or 42" lengths with rich copperized or silverized finishes.

Write J32 on reply card, page 95.

OIL-FIRED FURNACES

Addition of two oil-fired Conditionair furnaces to line of residential heating units is announced by Delco Appliance Div., General Motors, Dept. SBS, Rochester 1, N. Y.

Cabinet-type models are designed for use in lower heat-loss homes or in multiple unit, zone heating systems. Heavy-duty, 22-gauge furniture steel cabinet is finished in cameo beige baked-on enamel. Direct drive, high-capacity centrifugal blower is powered by rugged 1/6 h.p. motor completely suspended on rubber bushings.

Write J33 on reply card, page 95.

WROUGHT IRON MAIL BOX



Swinging out from the top to open, this wrought iron, black enamel-finished mail box holds large news-

papers, magazines, and catalogs. The brass-trimmed box, called the Aristocrat, is manufactured by Leigh Building Products, Division of Air Control Products, Inc., Dept. SBS, Coopersville, Mich. The Aristocrat is also available in solid brass.

Write J34 on reply card, page 95.

SIX-TINE FORK LIFT

Six-tine hydraulic brick handling forks to speed brick handling are included on this lift truck by Hyster Co., Dept. SBS, 2902 N.E. Clackamas, Portland 8, Ore.

Truck reportedly kiln-sets 183 cubes (60,000 bricks) per day — an average of 7500 per hour as compared to about 1200 for hand setting. Kiln is drawn at rate of 30,000 bricks per day as opposed to 8000 hand drawing.



Unit load handling allows more productive use of manufacturing facilities by accelerating setting and drawing production and reducing time between kiln firings.

Write J35 on reply card, page 95.

CUSTOM-TAILORED DOORS

Custom door individuality and attractiveness — combined with stock door economy — is claimed for M-400 custom-line entrance doors manufactured by Morgan Co., Dept. SBS, Oshkosh, Wis. Line reportedly permits builders to offer selection of more than 1500 entrance door designs in one stock door.

Selection is achieved with basic ponderosa pine door and 12 custom-detailed panels, including glazed, solid, and louvered inserts. By arranging insert panels in any combination of three, builder can provide different customized entrance door for each home under construction. Color further individualizes doors.

M-400 basic door is available in 1 1/4" doors in sizes 2'8" x 6'8", 3' x 6'8", and 3' x 7'.

Write J36 on reply card, page 95.

BRICKLAYER'S HAMMER

A tubular bricklayer's hammer, BR-24, is available from Great Neck Saw Manufacturers, Inc., Dept. SBS, Mineola, New York.

One-piece head is forged, hardened and tempered steel with a chisel-sharp edge, full surface ground. Fused to tubular steel shaft, rubber-grip



handle prevents hand from slipping and cannot shrink or swell. Steel shaft reportedly will not bend or break.

Balanced for ease of handling, head is finished in black, and shaft has a high polish. Hammer's head weight is 24 oz., overall length, 11".

Write J37 on reply card, page 95.

INSULATING SHEATHING

Insulating sheathing — prepared from licorice root fibers for wall and roof insulation uses — is offered by Maftex Insulation Board Sales Co., Dept. SBS, Standard Oil Bldg., Baltimore 2, Md.

Licorice root fibers are subjected to waterproofing treatment, then impregnated with asphalt for further protection. Sheathing made in panels 1/4" and 25/32" thick, 4' wide and 8', 9', 10', and 12' long. V-joint panels are 2' x 8' in 25/32" thickness.

Write J38 on reply card, page 95.

KITCHEN COUNTER



Sani-Top, Inc., Dept. SBS, 4610 S. Main St., Los Angeles 37, Calif., follow-through plan for volume builders is said to simplify sink-top installation and facilitate building project schedules.

Laminated product line includes kitchen counters, bar tops, and bathroom sink-tops, available in standard models or designed to builders' specifications.

Write J39 on reply card, page 95.

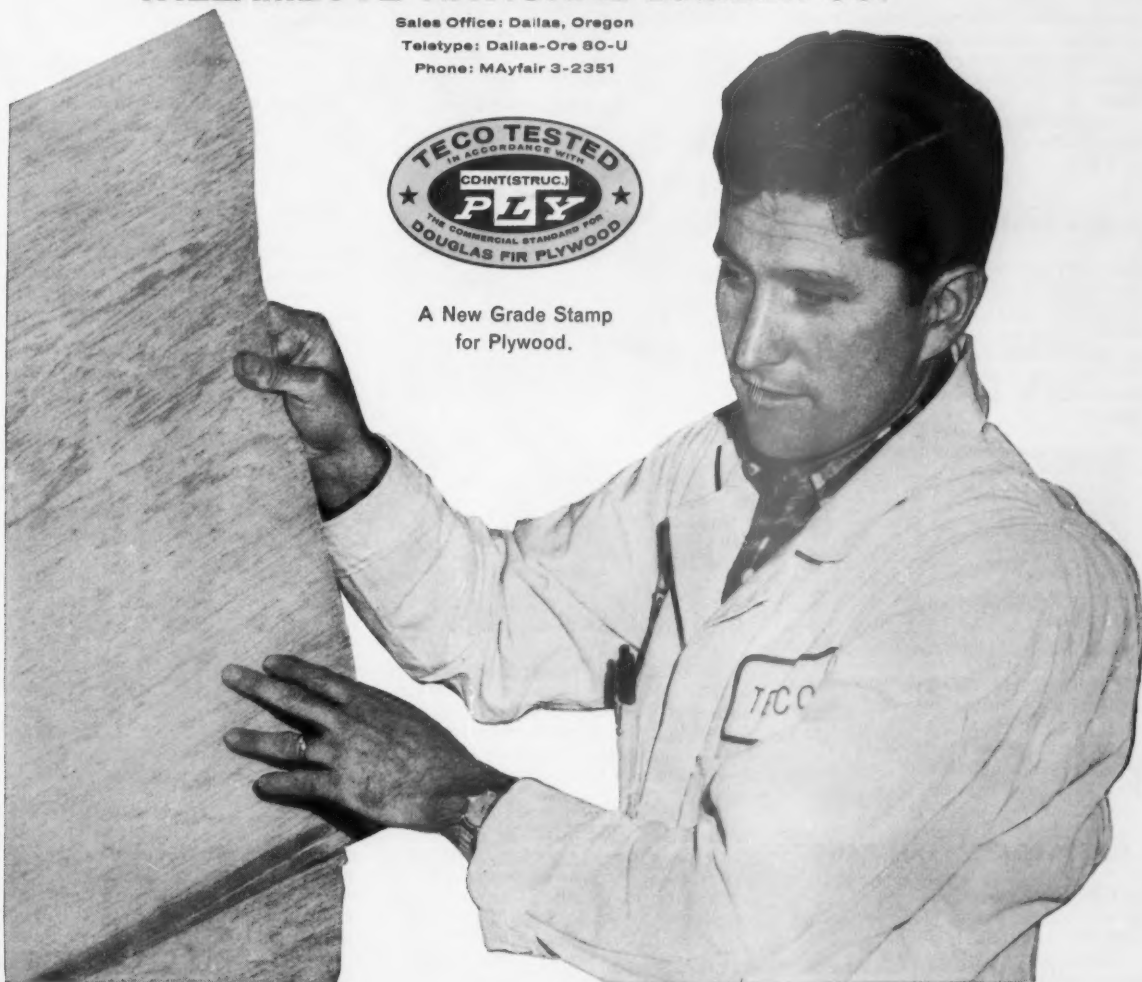
meet JOHN LAND... *one of your Teco-Testers at Willamette Valley Lumber Company. This Teco-Tester is the same as having your own quality control man at our manufacturing plant. He is employed by Timber Engineering Company {TECO}, a top rated independent research and testing agency in Washington, D. C. His production line inspection and testing enables TECO to certify that the plywood you buy meets or exceeds commercial standards. And, look for the "Struc" mark on Teco-Tested plywood. This stamp certifies that it complies with FHA's structural standards of dependable quality for all load bearing plywood applications. Remember your "Teco-Tester," a trained technician . . . your personal guarantee of quality plywood. Contact your plywood supplier or write us.*

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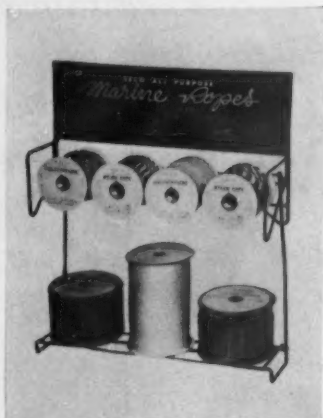


A New Grade Stamp
for Plywood.



SILENT SALESMEN

MULTI-USE ROPE DISPLAY



Using minimum space, multi-use rope display units can be used as individual displays or can be assembled into single unit. Separate or assembled units may be wall hung.

Free display reportedly gives complete utility rope department in less than 1 sq. ft. of space.

Contact: South Eastern Cordage, Dept. SBS, 815 Superior, Cleveland 14, Ohio.

FLOOR STYLING HANDBOOK

Over 40 floor design possibilities are shown in Vina-Lux Floor Styling Handbook. Sixteen-page handbook shows home-owner, decorator, builder, or architect how to plan floor for any type or size room. It gives information on color usage and floor designs.



Color charts on five Vina-Lux styles picture wide range of colors and stylings.

Contact: Azrock Products Div., Uvalde Rock Asphalt Co., Dept. SBS, Box 531, San Antonio, Tex.

PLASTI-COATED FAN PANEL

Sample set of Barclay prefinished plasti-coated panels for walls and ceilings is available to dealers.

Measuring 4" wide and 2 3/4" high, cover has transparent plastic overlay

showing uses of plastic-coated panels in living room, kitchen, and bathroom arrangements. Bound in fan arrangement of 12 solidtone colors and 7 woodgrain finishes, full color range, size, and thickness information is furnished.

Contact: Barclay Mfg. Co., Dept. SBS, 385 Gerard Ave., New York 51, N. Y.

WINDOW MATERIAL DISPLAY

Display rack dispenses Sisakraft plastic window materials in fall and winter, screening in spring and summer.

Taking 10 sq. ft. floor area, rack stores and displays 18 rolls of plastics or screening in any width. Products easily dropped into place.



Materials can be seen and dispensed from front and back. Each rack includes movable cutter bar and measuring tape.

Contact: American Sisakraft Corp., Sales Promotion, Dept. SBS, Attleboro, Mass.

D-I-Y HOLIDAY CALENDARS

Twelve full-color illustrations showing home modernization projects appear in Masonite's 1960 do-it-yourself calendars. Dealer's imprint appears immediately under illustration. Back carries information about project.

Dealers may order playing cards with calendars. Cards are usable as gifts to customers who inquire about remodeling. Card backs finished with appearance of misty walnut. Also available are Christmas envelopes for mailing calendars.

Contact: Masonite Corp., Dept. SBS, Chicago 90, Ill.

SIX-PIECE TWEEZER SET

Six handy plated tweezers are contained in vinyl "strip" pouch with see-through front. Dealer may sell particular tweezer by tearing off desired strip or separate strips for individual hanging on wall hooks or racks.



Set consists of two 7" soldering tweezers, two 4 1/4" utility tweezers (one curved and one straight point), 4 1/4" spade point tweezer, and blunt serrated-point 5 1/2" style.

Packaged one dozen (two packs of six) to an envelope.

Contact: Coastal Abrasive and Tool Co., Inc., Dept. SBS, 40-22 23rd St., Long Island City 1, N. Y.

WALL FASTENER DISPLAY

Molly Jack Nuts, designed for fastening fixtures to hollow construction with narrow expansion space, are available blister-packed with four screws to card.

Jack Nuts work in expansion space as small as 3/8", and are self-adjusting to grip any material up to 3/16"



thick. Selling cards, packed 12 to box, constructed to resist cracking, breaking, and corner-crushing. They are punched for hanging, featuring price panel.

Contact: Molly Corp., Dept. SBS, Reading, Pa.

PADLOCK DISPLAY RACK

Pegboard header rack holds budget-priced line of Yale padlocks. Wire frame header has six each of six popularly priced Yale padlocks, including long shackle padlock for bicycles and duffel bags. Padlocks individually packaged in transparent plastic bubbles on brightly colored self-selling cards.



Merchandise rack is 18" long, 4½" high, and has projection of 4½". Sign—red, white, and blue—is 3" high and 18" long.

Contact: Yale & Towne Mfg. Co., Dept. SBS, Chrysler Bldg., New York 17, N. Y.

STORM DOOR KIT

Plastic storm door kit, called Jiffy-Pane, consists of transparent plastic sheet 7' long, 3' wide, and 21' of molding. Package of nails is included.

Reportedly made to fit every door, Jiffy-Pane is said to be ideal for covering extra-long windows. Each storm door is individually boxed.

Contact: Warp Bros., Dept. SBS, 1100 N. Cicero Ave., Chicago 51, Ill.

SAW BLADE SELLER

Complete replacement blade center for hobby, do-it-yourself, and carpenter trade is now available. Display takes up minimum space—1½" deep, 8" high, and less than 15" wide.



Blades are in individual, re-usable plastic sleeve packages. All packages are self-service, easel-backed for standup counter display, and eye-punched for wall or hookboard display. Wide assortment of blade sizes and teeth—loop, pin, and plain end.

Contact: G. W. Griffin Co., Dept. SBS, Franklin, N. H.

For **SUCCESSFUL FIREPLACES**—
For **SATISFIED CUSTOMERS**—

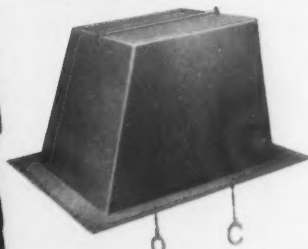
Majestic Quality DAMPERS & DOMES

Designed with the mason in mind—

*They sell easily and stay sold
because they're
Heat-Engineered for efficient,
smoke-free operation!*



- Flanged, warp-free steel damper blade.
- Available with poker type or rotary face control.



- Heavy gauge steel construction
- Solidly seam-welded at all joints
- Rapid heat-up guards against smoking

Majestic DAMPERS

of formed steel or cast iron

Home owners want comfort and pleasure in a fireplace—and you can give them these satisfactions quicker, with important dollar savings to them and yourself, with Majestic pre-engineered dampers. Ratio of throat area to fireplace opening, as well as height and other dimensions, are scientifically engineered and constant, assuring maximum efficiency. Full flange makes special fitting unnecessary.

Majestic UNIVERSAL SMOKE DOME

Problems of construction and draft—especially in multi-opening fireplaces—are easily solved with this deep, wide steel damper-dome. Smooth sides and large throat area aid in pulling the smoke into the flue, which is accomplished even under the toughest conditions. High sides and integral all-around lintel allow rapid laying of masonry while saving hours of the mason's time.

Write immediately for "spec" sheets and other literature on Majestic building products.

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Stock, Supply, Sell or Specify Majestic!

DUR-O-WAL

RIGID BACKBONE OF STEEL
FOR EVERY MASONRY WALL

IT'S THE **S**teel + **D**esign
THAT ASSURES **R**esults

COMPARE THESE WEIGHTS

Standard Dur-O-wal 187 lbs. per 1000 ft.
Standard Ladur Type 139 lbs per 1000 ft.



Insist on genuine Dur-O-wal for crack-free masonry walls with a backbone of steel

New Companion Product for Masonry Walls

Rapid CONTROL Joint

Trademark

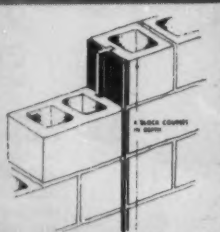


Pat. Pending

WIDE FLANGE



Rubber Control Joint with neoprene compound flanges for easy compression is shipped in convenient cartons.



DUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

Presenting
a totally new concept in interior decorations

Wing Craft FRETS 'N FRAMES

Stock sizes or custom designed with your customers in mind.

Readily adapted to windows... doors... screens cabinet doors... dividers and pass-thrus.

Available in these intriguing fretwork patterns:

- INDIA TEMPLE
- WINDSOR CASTLE
- CLOVER LEAF
- CANE
- ROMAN

(Above patterns made of cold-rolled steel)

- SEA ISLE

(Made of spring-tempered aluminum)

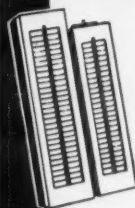
- NASSAU

(Made of woven basswood)

Frames with Presto Pins are also being offered for those who wish to create their own panels of personally selected fabrics.

All frames are made of select kiln-dried white fir and are ready for painting or staining.

Retail priced from
\$1.80 per panel



For descriptive literature showing all patterns and for complete price listings, write...

The SAM A. WING COMPANY, Inc.
5035 Willis • P. O. Box 4745 • Dallas, Texas

Manufacturer of
America's #1 Interior Shutters and
Levolor and Flexalum Venetian Blinds

RANDOM PLANK SELLER



Wall display showing samples of six new Trendwood finishes is available in Marlite Random Plank.

Six trapezoid-shaped sections, each featuring different woodgrain plank with tongue-and-groove edges, are suspended by two strips of durable tape. Display is 16" wide and 40" high. Six finishes are Swedish cherry, Italian cherry, English oak, Swiss walnut, Danish birch, and American walnut. Planks are 16" x 8'.

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

DEALER SALES AIDS

Promotional material, including counter and wall displays, advertising cuts, and decals, is available to help dealers sell Bostitch stapling hammers, tackers, and staples.

Mounts on wall or counter, dispensing "how to" booklets and rental forms to customers and clerks. Comes complete with replaceable three-color poster, forms, and supply of booklets.

Four different three-color cards describing Bostitch's stapling tackers and hammers are available for separate display, or three cards can be stapled together and hung from ceiling.

Contact: Bostitch, Dept. SBS, 2010 Briggs Dr., East Greenwich, R. I.

PANEL PROMOTION PROGRAM

A colorful array of direct mail pieces, literature, signs, display racks, and product information for dealer and distributor use introduces Butler Manufacturing Co.'s Stylux translucent building panels.

Full-color catalogs and mailers, technical data and installation details, counter and floor displays, window decals, wall banners, sales training programs, and a heavy advertising schedule in leading magazines comprise the program.

Contact: Butler Manufacturing Co., Dept. SBS, 7400 East 13th Street, Kansas City 26, Mo.

TAPE RULE RACK

New Disston line of accu-rule tape measures, displayed in rack containing 22 rules and in a combination of six sizes, is reported as fast-turnover item. The 8½" x 17" x 7" rack is free to dealers ordering 22 rules.

Mountable on wall or counter, rack includes three 6½", six 8½", six 10½", four 10¾", and three 12¾" rules.

Contact: H. K. Porter Co., Inc., Disston Division, Dept. SBS, Philadelphia 35, Pa.

CORD MERCHANDISER

Metal counter display rack contains one spool each of numbers 3, 3½, 4, and 4½ diamond braided 100 per cent nylon cord.



Midget rack is 17" high, taking up less than ¼ sq. ft. of counter, floor, or wall space. Merchandiser rack is free with initial order for four or more cord spools. Complete line of refills in open stock.

Contact: John H. Graham & Co., Inc., Dept. SBS, 105 Duane St., New York 8, N. Y.

ENVELOPE STUFFER

A two-color illustrated envelope stuffer describing various sizes, forms, and uses of Dragon Skin steel sandpaper is now available for dealer use.

A three-line imprint of dealer name and address on the front cover of the folder is included on request. It is available free of charge in reasonable quantities.

The back page of the folder also pictures three popular Dragon Skin counter displays.

Contact: Red Devil Tools, Dept. SBS-R, Union, N. J.

STAPLE GUN PACKAGE

Pilfer-proof skin packaging is available for Arrow T-50 staple gun attachments.

Each interchangeable "slip-on" attachment — including wire, screen, and window shade attachments, and SL-50 staple lifter — is individually mounted and pre-packaged on colorful display card. These 3½" x 6" cards are size to discourage pilfering, conveniently slotted for wall or peg-board display.

Attachments and staple lifter are packed six to box, three dozen to carton.

Contact: Arrow Fastener Co., Inc., Dept. SBS, One Junius St., Brooklyn 12, N. Y.

CEDAR SHINGLE SALES AIDS

Three new retail dealer promotional aids are available free of charge from Red Cedar Shingle Bureau.

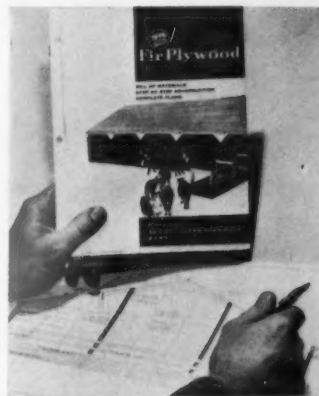
Bureau's 1959 program to assist dealers sell cedar shingles and shakes includes a complete advertising mat service, an award-winning cedar shingle roof display unit, and "Certi-Split Manual of Hand-split Red Cedar Shakes."

Contact: The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.

POLE BUILDING PLANS

Pole building plans include complete construction details, bill of materials, and step-by-step instructions for 36' clear span building in any length in multiples of 12'.

Engineered and tested structure has no intermediate poles. Bays are 12' wide. Headroom is minimum of 9' and roof slope is 5:12. Design is based on use of C-C exterior Douglas fir plywood.



Single copies free to lumber dealers and available in quantities at \$6.00 per 100.

Contact: Merchandising Dept., Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

Royal Line



SATISFACTION GUARANTEED —

- Integrity
- Quality
- Service

Sold through jobbers only.



Call or Write
AL FIELDS

SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW
ATLANTA 10, GA.

LACQUER SAMPLE DECK

Actual spray-out and rolled on samples of 100 multi-color lacquer enamels are displayed in this new Vari-Krom color deck. Designed to assist multi-color selection in architectural and industrial use, the han-



dy pocket-sized reference volume includes 20 ready-mixed Vari-Krom colors, with and without "Golden Touch" added, and 60 half-and-half intermixes. Sample sheets are 2½" x 5½".

Contact: Vari-Krom, Inc., Dept. SBS, Hoboken, N. J.

ROOF INSULATION PACKAGE

New packaging for its roof insulation has been announced by Owens-Corning Fiberglas.

The packaging — which consists of two strips of tape along the 48" dimension adhered to the mopping surface of the top and bottom boards — reportedly means less package materials for job disposal, and provides quick, positive thickness identification and easy opening.



Contact: Owens-Corning Fiberglas Corp., Dept. SBS, First National Bank Building, Toledo 1, Ohio.

LANTERN POST DISPLAY

Self-supporting lantern post display is now available to dealers from Versa Products Co.

Finished in rust-resisting prime black enamel, display consists of Pilgrim and Trylon model lantern posts, electrically welded to a 15" square, 10-gauge steel plate.

Display allows customer to see lantern posts in actual size, study features, and compare style differences without having to read any literature.

Contact: Versa Products Co., Dept. SBS, Lodi, Ohio.

PUMP DEMONSTRATOR

"See-through" portable demonstrator for Kenco submersible pumps shows automatic pump in operation, circulating water into polyethylene receiver above it. Pumping action automatically controlled by water



level in tank. When pumping action stops, water returns to tank, actuating next pumping cycle.

Displays available to wholesalers, distributors, and dealers.

Contact: Kenco Pump Div., Ameri-ca Crucible Products Co., Dept. SBS, 1309 Oberlin Ave., Lorain, Ohio.

FLOOR-TILE RACK

Display rack contains tile-simulated paper samples of Tile-Tex floor products. Octagonal-shaped rack is laminated board, 33½" by 33½".

Depicted in true colors, 3" x 3" paper tile samples are visible from 47 pockets, which hold up to 15 samples. Samples reportedly may be easily removed by interested customers.

Colorful blue and yellow display is said to take up little space, setting up in seconds for use on counter, floor, or wall.

Contact: Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

OCTOBER, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

OCTOBER, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

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can help
you get
valuable
information**



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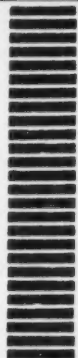
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

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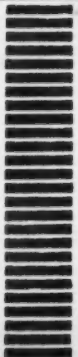
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806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



101 Weatherstrip Catalogs — Four new catalogs describing its combination sash balance weatherstrip, full jamb metal weatherstrips, kerf type metal weatherstrips, and nail-on type metal weatherstrips, are available from W. J. Dennis & Co., Dept. SBS, 4008 N. Kenneth Avenue, Chicago 41, Ill.

102 Screen Components, Hardware — In addition to its A.I.A. Home-shield Bulletin No. 35-P-12 on screen and storm sash components, American Screen offers Bulletin HS-2 on Homeshield screen components for patio, porch, and pool enclosures, and A.I.A. File No. 27-A on Harvey sliding and folding door hardware. Each folder includes features, specifications, and construction information. American Screen Products Co., Dept. SBS, 61 E. North Avenue, Northlake, Ill.

104 Wrought Iron Railings and Columns — A new four-page catalog shows the simplicity of new heavy-weight railing, plus a variety of column designs. Newly-added outdoor lantern posts and lanterns are included. Catalog gives complete dealer merchandising program. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

105 Western Pine — **101 Home Ideas** — Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of western pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Hardboard Uses — A new eight-page booklet, "How to Use Weyerhaeuser Hardboards" includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new-building, remodeling, attic, garage, and farm use. Silvatek, Box S, Weyerhaeuser Timber Co., Dept. SBS, Tacoma 1, Wash.

107 House Siding Finishes — "Natural Finishes for House Siding" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding — Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances — The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment — Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost,

operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

112 Home Buyer's Guide — Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 10', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

115 Asphalt Roofing — Detailed information on "Top Cover" asphalt roofing products is available from this Georgia-owned, Georgia-operated roofing manufacturer, reportedly the most recent producer in Dixie. The Piedmont Co., Dept. SBS, P. O. Box 577, Douglasville, Ga.

116 Masonry Fill Insulation — Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in

ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

124 Steel Attic Stairs — Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

HELPFUL BOOKLETS FREE!

(Use reply card on page 95)

HELPFUL BOOKLETS FREE!

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126 Hardwood Flooring — "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

129 Wood Window Designs — Folder is available on M W Distributors' new D-Lite window with diamond-shaped light areas. Another folder, entitled "Does Your Home Have Curb Appeal?" shows different styling of the complete line of R-O-W removable wood windows with Lift-T-Lox balance springs. M W Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

132 Aluminum Jalousies — Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

133 Hardboard Panels — A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

134 Aluminum Windows — Twenty Ualco aluminum windows and four Ualco aluminum curtain wall systems are shown and described in a new 40-page catalog, which includes specifications, sizes, and installation details. Also available are individual brochures on windows and curtain wall. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

135 Asbestos Cement Products — Several brochures and folders show

Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheeflextos wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

138 Steel Farm Products — "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

139 Steel Frame Buildings — Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

140 Vitrified Clay Products — Brochure describes W. S. Dickey's coupling. Booklets are also available on Dickey Perma-Line (R) Clay coupling/pipe, and on fittings, drain tile, wall coping, and flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

141 Wood Window Units — Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

143 Bonded Asphalt Roofing — An eight-page color-illustrated booklet contains 22 questions and answers on Lloyd A. Fry roofing, including its durability, full-value bond guarantee, cost, fire protection, weather and wind resistance, and colors. Fry's new 3-tab, 290-pound Shado-Bilt strip shingles also are described and shown in 13 colors and white. Lloyd A. Fry Roofing Co., Dept. SBS, 5818 Archer Road, Summit (P. O. Argo), Ill.

144 Interlocking Asphalt Shingles — A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

146 Stock Woodwork — A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

148 Removable Horizontal Windows — A four-page folder describes the Rimco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

149 Prefinished Paneling — Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wethr double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

157 Aluminum Screen Doors — Folders are available on Vulco aluminum window screens, rolled formed and extruded aluminum screen doors, sliding aluminum screen doors, and aluminum screen porch enclosures. Vulco catalog of components parts for above products also is available. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue, South, Birmingham, Ala.

158 Incinerators — Donley incinera-

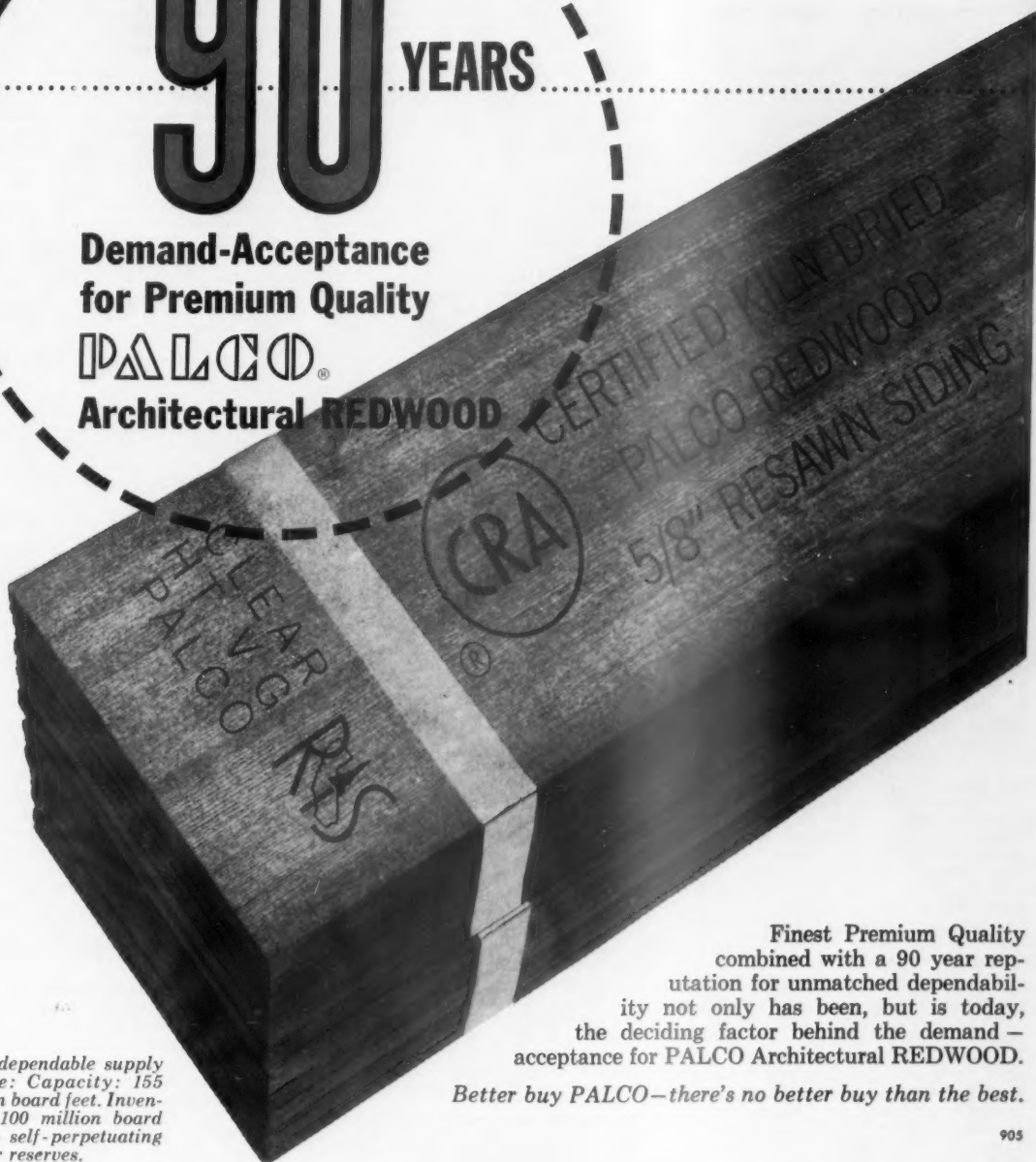
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90 YEARS

**Demand-Acceptance
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PALCO

Architectural REDWOOD



Your dependable supply source: Capacity: 155 million board feet. Inventory: 100 million board feet — self-perpetuating timber reserves.

Finest Premium Quality combined with a 90 year reputation for unmatched dependability not only has been, but is today, the deciding factor behind the demand — acceptance for PALCO Architectural REDWOOD.

Better buy PALCO — there's no better buy than the best.

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MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



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(Use reply card on page 95)

tors for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for flue-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

159 Aluminum Nails — Colorful folder includes A.I.A. file giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

164 Plyclips — Cleveland Plyclips, to eliminate wood blocking on plywood roof construction, are prominent in a new eight-page catalog. Complete specifications are also given on timber rings, framing anchors, shear plates, aluminum windows, area walls, screed and bar supports, and other products manufactured by the company. Cleveland Steel Specialty Co., Inc., Dept. SBS, 3761 East 91st Street, Cleveland 5, Ohio.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulaire Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Potlatch Forests, Inc., Dept. SBS, Warren, Ark.

169 Redwood Advantages — The economical qualities of Simpson redwood are enumerated in material available from this California lumber firm. The insulation value of the wood, its simplicity to work, its paint- and stain-holding superiority, and its resistance to termites and decay are all discussed. Simpson Redwood Co., Dept. SBS, P. O. Box 127, Arcata, Calif.

171 Machine-Made Screens — Literature is available on Rudiger-Lang Tru-Frame, Tension-tite and Roll-Away window screens. The automatic machine production is said to afford the advantages of greater uniformity, better quality control, and lower cost. Rudiger-Lang Co., Dept. SBS, 2701 Eighth Street, Berkeley 10, Calif.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of MetaLane weatherstrip on window units. MetaLane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plastic-coated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall nreproof gypsum wallboard — reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance — is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

180 White Fir Lumber — Details on kiln dried TW&J white fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J white

fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

182 Millwork Products — Information concerning all types of millwork products — Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

184 Steel Buildings — Information on the Cuckler Steel Span profit building plan is available to dealers from Cuckler Steel Span Co., Dept. SBS, Monticello, Iowa.

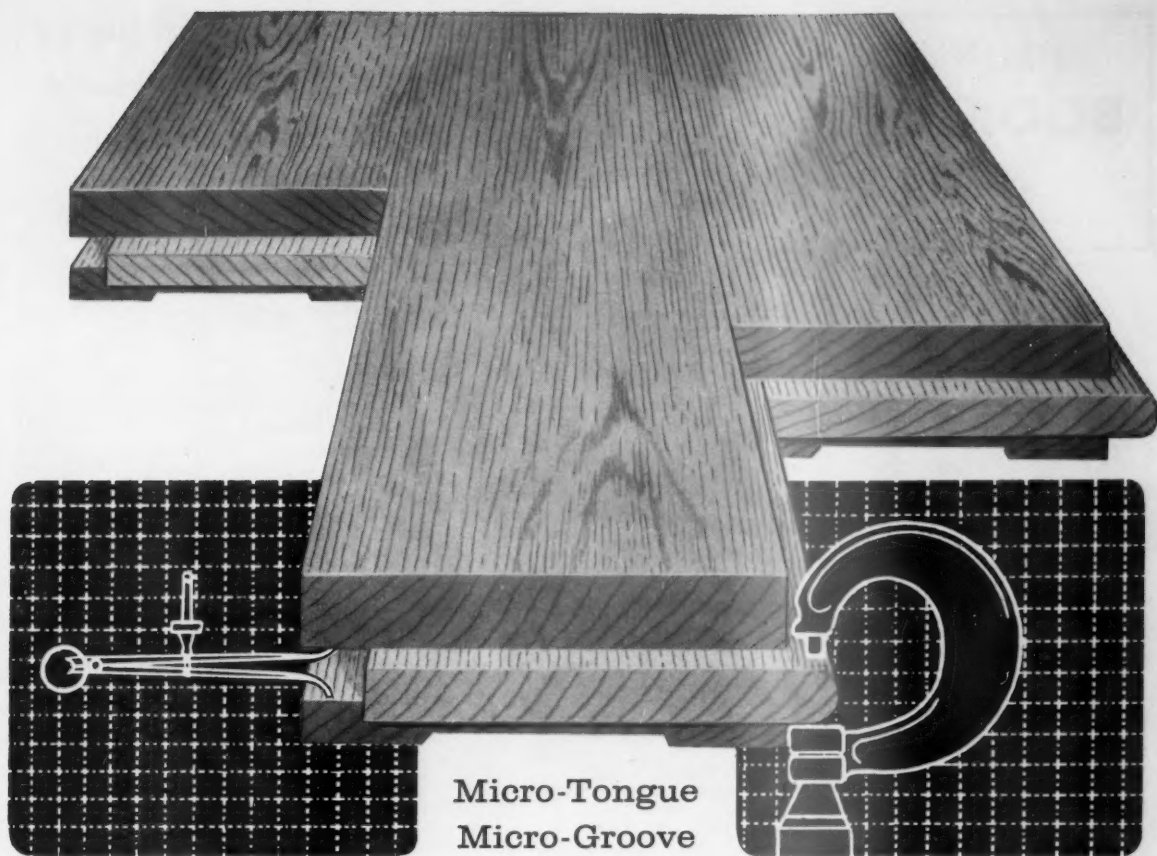
185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

187 Removable Window — Information concerning 1866 Curtis Woodwork products is available from this Atlanta wholesaler and jobber of building materials. Particular attention is paid to the Curtis Style-trend removable window, a product said to be weathertight, easy to paint, to install, and to operate. Other features include new outside casing design for masonry, brick veneer, or frame construction without mitered corners. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

188 Natural Wood Shakes — A color-illustrated booklet shows the natural beauty, colors, and texture of Shakertown wood cedar shakes. It shows various applications for the shakes, such as gable ends, fence partitions, wainscoting, and windscreens. Illustrations and information also are furnished for Shakertown jiffy corners, sidewall shakes, heavy-duty stain, handsplit shakes, and Shakertown glumac units. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

189 Acoustical Products — A 32-page illustrated catalog describes the acoustical products line of the Simpson Logging Co., including Forestone fissured woodfiber tile, ceiling board, standard and random drilled acoustical tile, roof deck, fissured mineral



Micro-Tongue
Micro-Groove

for faster laying...tap-in fit...

Long-Bell Oak Flooring

**Saves Even Skilled Floor Layers
Hours Per House**

Every strip of properly seasoned, kiln dried Long-Bell Oak Flooring is carefully machined to hairline tolerances. Edges and ends are milled to the most exacting standards. Every splinter-free strip goes down quickly and beautifully... fits like a glove.

Because homeowners prefer the warmth and beauty of Long-Bell Oak Flooring, it is the first choice in residential construction.

Long-Bell Oak Flooring gives you a wonderful selling advantage... for it is truly the best flooring money can buy.

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WRITE-WIRE-PHONE Your Nearby Long-Bell Supplier

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tile, metal acoustical units, perforated cement asbestos board, and perforated hardboard. Simpson Logging Co., Dept. SBS, Shelton, Wash.

190 Adjustable Louvers — Descriptive folders are available on Leslie Adjust-A-Pitch series LX king-size louvers, fixed triangular louvers, and Leslie's rotary turbine ventilators, stationary-type, or revolving head-type ventilators. Literature includes illustrations, specifications, sizes, and dimensions. Leslie Welding Co., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture, cabinets, paneling, shelving, and to prime and seal walls and woodwork. It also describes Fulton Q-Dee Primer — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Alumina-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

193 Metal Building Products — Catalog describes complete line of Quaker State metal building products for farm, home, and industry. Separate pages are available on such items as aluminum soffit material in rolls, galvanized re-usable footer forms, and pre-formed aluminum and galvanized termite shield. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

194 Plastic Finished Paneling — Full-color booklet describes uses of decorative wallboard, showing its installation in kitchens, bathrooms, and playrooms, in tile and pearlstone finishes, as well as wood-grained and marble-tone hardboard. A special section is devoted to company's new perforated hardboard. Panelboard Manufacturing Co., Inc., Dept. SBS, 222 Pacific Street, Newark 5, N. J.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete

selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

196 Display Equipment — Illustrated folder, price list, and separate catalog sheets are available on Multiplex all-steel display and selling equipment, including upright NRLDA visual display boards, swinging door merchandisers for doors, paneling and lumber specialties, swinging wing displays, small floor or counter merchandisers, and home planning book wings. Multiplex Display Fixture Co., Dept. SBS, 910 N. Tenth Street, St. Louis 1, Mo.

198 Plywood Sales Aids — Willamette Valley Lumber Co. offers folders describing dependability and other features of Teco-tested plywood. One folder shows all Teco grade stamps, giving uses. Additional folders feature other Willamette products. Willamette Valley Lumber Co., Dept. SBS, Dallas, Ore.

199 Hardboard Finishing — Six-page A.I.A. booklet No. 23-L gives general finishing tips and detailed finishing suggestions for Evanite hardboards, with flat wall paints, enamels, colored stains, clear or natural finishes, and exterior painting. Hardboard Division, Evans Products Co., Dept. SBS, Corvallis, Ore.

200 Special Prefab Lites — Familiar shapes in door inserts, glazed with exciting art glass in striking patterns of gold and black, described in color brochure. The Visador Co., Dept. SBS, 940 Visador Rd., Jasper, Texas.

201 Poly-Clad Plywall — Descriptive folders are available on Poly-Clad Plywall, with information on installation, care, and maintenance. Literature includes illustrations, specifications, sizes, and dimensions. Plywall Products Company, Inc., Dept. SBS, P. O. Box 625, Fort Wayne, Indiana.

204 Moisture Register — Technical data is offered on electronic instruments. Model 5 can be used on hard and soft woods, from peeled logs to finished product. Moisture Register Co., Dept. SBS, P. O. Box 910, Alhambra, Calif.

206 Two-Way Panel Saw — Product, which can cross-cut tileboard, plywood, plastic laminates, and hardboard, is described in literature. Richard C. Bennett Mfg. Co., Dept. SBS, Box 331, Laceyville, Pa.

207 Aluminum Louvers — Details contain specifications on complete line of aluminum and galvanized LoManCo louvers. Louver Mfg. Co., Dept. SBS, 3603-SB, Wooddale Ave., Minneapolis, Minn.

208 Hardware Brochure — Fourteen page brochure features eye-catching exterior and interior hardware installations to help home-owner-builder select proper decorative and functional pieces. Full-color illustrations simplify selection of correct hardware for various architecture. Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.

Redwood Industry Cautioned About Market Invasion

Delegates to a special redwood industry conference in Santa Rosa, Calif., in mid-September were warned that an invasion of all lumber markets seriously threatens the prosperity of the redwood region.

Howard A. Libbey, president of Arcata Redwood Co. and retiring president of the California Redwood Assn., said "unprecedented prosperity" of redwood region is challenged through a market invasion by wood substitutes.

"How well we, as a producing region, stand up to these challenges is going to determine our economic well-being for the next decade at least," Libbey declared.

More than 200 redwood industry leaders attended the conference, sponsored by the California Redwood Assn., to acquaint redwood management and sales officials with serious inroads being made into redwood markets by highly-aggressive competitors. Promotion steps by CRA to combat these competitors were outlined.

Head Lumberman Cites Industry Improvement

President of the National Lumber Manufacturers Assn. has declared that the lumber industry is "stronger and better organized now than at any time."

Robert M. Ingram, president and general manager of E. C. Miller Cedar Lumber Co., Aberdeen, Wash., attributed improvement in part to the fact that distributors are meeting lumber manufacturers "more than half-way" in the sales battle between wood and its competitive materials.

In a special article, "New Look of the Lumber Industry," written for the 1959 Yearbook and Roster of the National Assn. of Lumber Salesmen, Ingram stated that "wholesalers, retailers and commission salesmen seem to have developed a new incentive to sell — not just take orders."

Ingram offered this reason as an explanation for the National-American Wholesale Lumber Assn.'s recent action in approving plans for salesmen's training course.



ORDER NOW—FROM CLEVELAND PLYCLIPS

Eliminate wood blocking on plywood roof construction. Extruded aluminum alloy. 5 sizes from 3/8" to 13/16". Send for Plyclip brochure.

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Foundation.



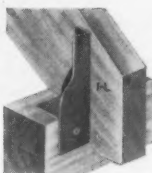
**YOU CAN ALWAYS DEPEND ON
CLEVELAND
BUILDING SPECIALTIES**

**STRONGER JOINTS
AT LOWER COST—**

CLEVELAND 3-WAY FRAMING ANCHORS

Faster more rigid framing—nails
act in shear for greatest strength.
No toe nailing! No splitting!

3 styles—18 gauge galvanized steel



**MORE THAN 50 TOP-QUALITY BUILDING PRODUCTS
WRITE FOR CATALOG—OR SEE IT IN SWEETS**

CLEVELAND STEEL SPECIALTY CO., INC.

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No tricks of legerdemain are involved — just simple, indisputable facts — all based on solid ground, understandable and decidedly palatable.

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This hardwood and aluminum insert does the work of a window, a screen door and an exterior door — all combined in one!

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VISADOR
LIGHTS SINCE 1938 LOUVERS SINCE 1938

FINALLY!! — a weather-tight oak threshold, featuring fawn-colored, long-lasting vinyl. Low in cost. Seals out moisture, drafts, dust, insects.

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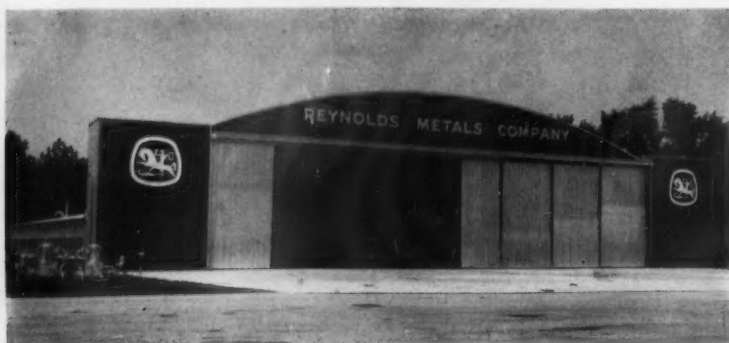
Name—Title _____

Company _____

Address _____

City _____

MANUFACTURER NEWS



ALL-ALUMINUM HANGAR — This new building is housing Reynolds Metals Co. planes in Richmond, Va. Lightweight, maintenance-free aluminum is said to give hangar labor-saving advantages. Huge aluminum rolling doors are easily opened by one man, eliminating need for expensive motorized equipment. Arch-type roof is supported by 140 foot clear span bow string aluminum trusses. Lightweight aluminum V-beam roofing makes possible long spans between supports, reducing number of trusses and supporting perkins.

LUFKIN, TEX.: Angelina County Lumber Co. mills' renovation project includes construction of new planing mill, shipping building, and dressed storage shed. Costing estimated \$800,000, facilities are sched-

uled for completion in about three months. Work completes modernization program begun in 1953 after fire destroyed kilns, sorters, rough sheds, and about four-million-feet of lumber.

CHICAGO, ILL.: Zonolite Co., manufacturer of vermiculite products, has undertaken broad fall advertising campaign to promote sale of insulation products to homeowners. Supplementing national consumer advertising, Zonolite dealers will be supplied with filmed commercials for TV, scripts and transcriptions for radio, newspaper mats, and point of sale material.

PORTLAND, ORE.: Georgia-Pacific has completed preliminary plans for new sales office and warehouse in Atlanta, Ga. New building products center will join over fifty warehouses in nationwide distribution system of G-P. Warehouse will have nearly 35,000 sq. ft. of floor space under roof, with 25' x 208' loading dock for rail and truck traffic.

FORT LAUDERDALE, FLA.: International Epoxy Corp. has elected Dr. Raymond E. Robinson president. Dr. Robinson, previously executive vice-president, was founder-owner and president of one of Canada's leading plastic manufacturers — Robinson Industrial Craft of London, Ontario. Under brand name, E-Bond, International Epoxy formulates Epoxy resin products used in masonry, marine, and swimming pool paints, industrial adhesives, caulking and weatherproofing compounds, as well as protective coatings.

STEUBENVILLE, OHIO: John R. MacDowell has joined Ohio Foundry and Mfg. Co. as sales manager. MacDowell will direct sales of the firm's line of gas heating products. He joins Ohio Foundry after 12 years' experience in sales management and market research in gas heating field.

CLINTON, IOWA: Warren E. Lueder has been appointed chief industrial engineer for Curtis Companies Inc.'s plant here. Lueder, formerly project engineer with Alcoa, will direct engineering activities at the plant.

MILWAUKEE, WIS.: Milwaukee Electric Tool Corp. has appointed Jim Cumley district representative for Louisiana and southeast Texas, with headquarters in Houston. Cumley is graduate of Texas A&M.

ROCKFORD, ILL. Salesmen representing 23 midwestern, eastern, and southern states attended two-day sales conference here recently, sponsored by Medalist Hardware Div., National Lock Co.

JENKINTOWN, PA.: Philip Sheehan has joined Caloric Appliance Corp. as sales representative. Sheehan, assigned to Caloric's southeastern sales district, will be responsible for sales to utilities.



WUNDERBAR AND ALL LIKE THAT

My name is Siegfried Von Hoescht and I live in a dog house built entirely of ZUBER lumber.

Although I have a sad, soulful look about me, I am happy to live in a house of ZUBER. The sad look is characteristic of the Von Hoescht family.

They don't build dog houses like they used to, but I would like to make the following statement about my ZUBER house: I am happy, it pleases me, wunderbar!

You'll be happy, too, if you rely on ZUBER. You get the best in service on a complete line of building supplies from the South's oldest 100% wholesaler.

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BILL ZUBER OR BRUCE BYRD



P. O. BOX 964, ATLANTA 1, GA.

320 JACKSON ST., ALBANY, GA.

LOUISVILLE, KY.: Fire swept through the two-story **Pacific Plywood Products Co.**, with damage estimated at \$150,000 to \$200,000.

CHARLOTTE, N. C.: **Miller Millwork Corp.** announces affiliation with A. R. B. Window Sales Co. as jobbers. Addition of A. R. B. metals is another step forward in expanding services in the two-state area.

MIAMI, FLA.: Frank R. Shober has been named manager of **Garage Door Sales Co.**, subsidiary of Berry Door Corp., Birmingham, Mich.

SAN ANTONIO, TEX.: H. A. Carrington is the new territory salesman for **Azrock Floor Products, Uvalde Rock Asphalt Co.**, in southwest Texas, with headquarters here. Carrington worked in the Azrock general offices for eight years.

MIAMI, FLA.: Regional sales manager setup has been organized by **Panelfab Products, Inc.**, to provide closer contact with local distributors, expedite factory orders, and coordinate advertising and promotion. Southeastern headquarters are in Atlanta, Ga. Ed Hubbard, former district sales manager, Wyandotte Chemical Corp., has been named sales manager of the Southeastern territory.

CLARKSDALE, MISS.: Clarence H. Levey has been named plant man-

ager, Clarksdale Div., **American Hardware Corp.**, succeeding Walter A. Jaeger. Levey has been plant manager, Memphis Div., **Flexonics Corp.** since 1956.

PURVIS, MISS.: **American Wood Corp.** has received exclusive U. S. import rights to products from Amazonas Forestry Industries Corp., newly organized Brazilian lumber company. All importing of exotic woods will be handled through port of Pascagoula, Miss.

LOUISVILLE, KY.: R. Allan Keyer has joined **Finishing Equipment Co.** as sales engineer, specializing in wood finishing equipment and systems.

CHICAGO, ILL.: **Ekco Products Co.** has purchased Berkeley Industries, manufacturer of closet accessories. Robert Beggs, president of Ekco, announced acquisition of the Jersey City, N. J., firm, which will operate as division of Ekco.

NEW YORK, N. Y.: **U. S. Plywood Corp.** has reported all-time quarterly record earnings and sales for quarter ended July 31, 1959. As compared with same period last year — company's first fiscal quarter — dollar profits almost doubled on sales, up 35 per cent.

ATHOL, MASS.: **Arthur F. Tyler Co.**, manufacturer of blinds, shutters, and louvered doors, is now com-



POLYETHYLENE IN PRODUCTION — This Jacksonville, Ill., plant of Kordite Corp. is now in full production of polyethylene film up to 40 feet wide for construction and farm uses. The 200,000 square foot plant employs 300 people. It also serves as a central warehouse for Kordite products manufactured elsewhere. The Jacksonville plant is mainly producing film for vapor barriers, tarpaulins, concrete curing blankets, silo caps, and covers.

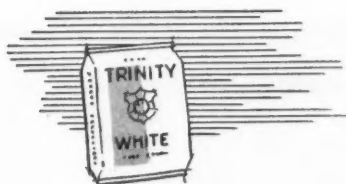
pleting extensive plant expansion program of its production facilities. Company observes its 83rd anniversary this year.

JACKSONVILLE, FLA.: Directors of **U. S. Gypsum** have authorized substantial increase in gypsum board capacity at its plant here. Products

SELL Trinity White

PORTLAND CEMENT

the whitest white cement



Trinity White is a true portland cement and has unexcelled beauty—the beauty of the whitest white . . . plus the best possible results when color pigments are added. Sell it wherever you want greater masonry beauty or higher light reflection as for example: architectural concrete units; terrazzo; stucco; light-reflecting floors and walls. For descriptive literature and dealer information, write Trinity White Cement, 111 W. Monroe St., Chicago.

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ected by increase include Sheet-rock gypsum wallboard, Rocklath master base, and gypsum sheathing. Board capacity of Jacksonville plant has already increased nearly 300 per cent since 1945. In addition, paint warehouse and mixing plant is near completion in Atlanta, Ga.

VAILS GATE, N. Y.: **Mastic Tile Corp. of America** increased price structure of its asphalt tile lines by approximately 3 per cent on August 15, "partially to offset greatly increased costs of materials and labor in continuously spiralling economy."

UNION, S. C.: Ground has been broken on new \$1½-million plant here for **Conso Fastener Div., Consolidated Trimming Corp.** Plant, containing 66,000 sq. ft., will be one-story building of modern industrial construction. Operations scheduled to begin next August.

CHICAGO, ILL.: **American-Marietta Co.** has acquired Concrete Materials & Construction Co. of Cedar Rapids, Iowa. Purchase includes associated firm, Concrete Materials Co. With 700 persons employed, production of crushed stone, sand, and gravel by two companies is reported to have exceeded six million tons in 1958.

NORTH LIBERTY, IND.: Large-scale expansion of production facilities by **Wells Aluminum Corp.**, manufacturer of architectural extruded aluminum shapes and fabricated assemblies, has doubled floor space, boosted productive capacity from six to 21 million pounds, and increased employment by 50 per cent. Expansion program included construction of manufacturing plant, giving additional 24,000 sq. ft. Adjoining administration building provided 3,200 sq. ft. of additional office space.

WINTER HAVEN, FLA.: In November, **Universal Insulating Machine Co.** will move from its present manufacturing site in Van Wert, Ohio, to new facilities located here. Plant, now under construction, is located on four acres of land. New building will have 6,500 sq. ft. of floor space.

ST. LOUIS, MO.: **Champion Mfg. Co.** has appointed William V. Loncaric as sales manager. Loncaric, with Champion 12 years, has been purchasing agent, district representative, and assistant sales manager. Succeeding Loncaric is Assistant Sales Manager Ted Flora. Champion manufactures masonry saws and blades, concrete saws and blades, concrete troweling machines, and vibrators.

GREEN COVE SPRINGS, FLA.: **Florida Solite Corp.**'s plant here is in full operation 24 hours daily. Florida Solite is wholly-owned subsidiary of Southern Lightweight Aggregate Corp., producers of Solite lightweight aggregate used in lightweight structural concrete and lightweight masonry units. Plant is first Solite plant in Florida. Firm maintains headquarters in Jacksonville, with George W. Jones as district sales manager.

MARSHFIELD, WIS.: **Roddiss Plywood Corp.** has purchased timberlands and plants of Owens-Illinois Plywood Co. Roddis took over three plants and related timberlands on September 1. Timber is chiefly hardwood. Owens-Illinois is wholly-owned subsidiary of Owens-Illinois Glass Co. Two plants obtained in sale are in Vermont, with third in Princeville, Quebec.

WHITING, IND.: Increasing overall production to over 400 million

lbs. per year, **Union Carbide** has opened an 80-million-pounds-per-year unit in its plant here. Completion of Whiting plant raises total number of Union Carbide's domestic plants producing polyethylene resins and compounds to nine.

PRYOR, OKLA.: **Bestwall Gypsum Co.** has begun construction of new 200' x 360' warehouse. Building, containing 70,000 sq. ft. of floor space, will be third unit constructed by Bestwall in Pryor area.

LEBANON, TENN.: **Winter Seal** is new concern specializing in manufacture and installation of aluminum storm windows and doors. About 300 units per day will be produced at full operation. J. W. Vanhook and G. H. Reading are owners of firm.

CERRILLOS, N. M.: **Kaiser Gypsum Co.** will build plant eight miles northeast of here to produce gypsum wallboard.

ADDISON, TEX.: **American Screen Mfg. Co.** began production recently in new 22,000 sq. ft. building on Belt Line Rd. Firm employs about 35 workers in construction of aluminum and steel window screens, aluminum screen doors, and suspension systems for acoustical tile. Officers are C. R. Harrison, president; Miss Dorothy Wright, vice-president; and C. E. Gandy, secretary-treasurer.

BISHOPVILLE, S. C.: **W. T. Royer Lumber Co., Inc.**, has been purchased by K. C. Nash. Transaction was completed July 10, with Nash operating plant since that date.

DALLAS, TEX.: Arthur Temple Jr., president of Southern Pine Lumber Co. and first vice-president of Lumbermen's Assn. of Texas, has been elected director of **Southwest Lumber Mills, Inc.**

sales offices throughout the world

Dant & Russell, inc.

GENERAL OFFICE: PORTLAND 1, OREGON



Garage and house doors are among the items available
from your D & R representative.

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DEALER NEWS

Four States Supply Plans Fourth Annual Open House

Four States Supply Co., Carthage, Mo., will hold its fourth annual open house on Saturday, October 10. The event began in 1956 to acquaint retail customers with services rendered by the company and to enable representatives to meet customers and employees.

Approximately 125 dealers are expected to attend. They will represent over 400 firms in the area. Sixty suppliers assisted in the open house, which featured 40 displays.

This year a buffet dinner and entertainment for representatives will be on Friday, October 9, at 6 p.m. Ample display space will be awarded representatives to set up displays.

Georgia Knotholes Reelect Mitchell to Presidency

The Georgia Knothole Club, comprised of lumber dealers and distributors in the state's northwest area, recently re-elected Harrison Mitchell, Marietta Lumber Co., Marietta, to a second term as president.

Likewise re-elected to second terms were Clarence Lee, Lee Hardware Co., Dallas, vice-president; and Bill Moss, Moss Lumber Co., Calhoun, secretary-treasurer.

St. Pete Hoo-Hoos Elect

New officers of the St. Petersburg Hoo-Hoo Club No. 64 are John W. Derrick, 51923, president; William Jerry Curtis, 68454, vice-president; C. Chester Cooper, 59483, treasurer; and William Bothner, 32801, secretary.

OBITUARIES

GRATT AYERS CLAYBORN, 69. Retired lumber dealer, Pickens, S. C.

E. B. MOBLEY, 86. Partner in Camden Lumber Co., Camden, S. C.

O. B. PAULSEL, 52. Lumberman and co-owner of Paulsel Lumber Co., Fort Worth, Texas.

W. H. SANDUSKY, 70. Lumber dealer in Columbia, S. C.

HARRY H. ROBERTS, 74. Former White Rock, Tex., lumberman and builder and founder of Lumber Sales Exchange in Dallas.

JAMES E. VICK, 61. Retired owner of Joywood Lumber Co., Nashville, Tenn.

FRED VOORHIES, 74. Co-manager of Lafayette Lumber Co. and developer of residential subdivisions, Lafayette, La.

VICTOR H. WAGNER, 69. Former owner and operator of Conway Lum-

ber Co., Conway, Ark.

ORAL GUY WILLIAMS, 54. Manager of Baughman Lumber Co., Bartlesville, Okla., and member of Bartlesville Home Builders Assn. and Oklahoma Lumbermen's Assn.

T. B. BLEDSOE, 74. Founder and president of Brown-Bledsoe Lumber Co., Greensboro, N. C.

T. K. TIREY, 61. Owner of East Side Lumber Co., Oklahoma City, Okla.

CHARLES ALEXANDER BARGE, 60. Owner, C. A. Barge Lumber Co., Macon, Miss.

EARL E. BONSTEEL, 69. Owner, Bonsteel Lumber Co., Harrison, Ark.; past-president, Arkansas Lumber Dealers Assn.; and director, Southwestern Lumbermen's Assn.

VINCENT A. CURCIO, 62. Retired partner, H. E. DeWitt Co., Lynchburg, Va.

JESSE DODD, 79. Former general manager, Kirby Lumber Co., Marshall, Texas.

J. D. EDMISTON, 69. Lumber dealer, North Wilkesboro, N. C.

CHAPMAN KENDALL HUNTER, 63. Owner, Hunter Co., Appomattox, Va.

GRANT MONIS LANCASTER, 59. Owner and president, Lancaster Bros. Lumber Co., Greenville, Miss.

HARRY LUTNER LIGHT, 81. Former secretary-treasurer, Barber and Ross Co., Washington, D. C.

JAMES THOMAS SUMRALL, 43. Vice-president and part owner, Alexandria Building Supply Co., Alexandria, Va.

HOXIE H. THOMPSON, 79. President, Thompson Bros. Lumber Co., Houston, Texas.

D & R



*are represented by over 150
men in sales of West Coast lumber products.*

**DANT & RUSSELL OFFICES IN
WASHINGTON, D. C.
FORT LAUDERDALE, FLORIDA**

Dealer Slack-Time Profit Tip



Fir plywood scraps and slack work periods are being turned into profit by one enterprising lumber dealer in New Jersey. Simple tool boxes, suitable for the home handyman's gear, are being built from small, left-over pieces of plywood, whenever yard men have extra time.

The boxes, built in various sizes (depending on plywood available), reportedly sell as fast as they are built. They are considered clear profit by the dealer because the scraps involved would have been destroyed, and the labor required would have been wasted. The project also gives employees productive work to do when regular duties are not sufficiently heavy to keep them busy.

The tool box, as shown, has a compartment for tools and smaller sections for nails, screws, and miscellaneous accessories. The handle is a $\frac{3}{4}$ " diameter dowel, inserted through holes in side panel.



Mr. Dealer.. offer your customers sales appeal in the kitchen..

Modern Maid

INTERCHANGEABLE GAS or ELECTRIC OVENS and SUPER-THIN RANGE TOPS

GAS OVEN WITH NO EXPOSED VENT



ET-36G



36" RANGE TOP WITH GRIDDLE

GT-36G

ET-30



30" FOUR UNIT RANGE TOP

GT-30

ET-16



16" TWO UNIT RANGE TOP

GT-16

DOUBLE OVEN ELECTRIC



ET-G



MATCHING GRIDDLE MODEL 16" UNIT

GT-G

TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE

Bailey Lumber Beats 'Slump' By 'Pushing' Home Heating

If winter weather hampers outdoor building activity, don't just sit back and coast until the sun shines again!

That's the advice of C. I. Cheyney, advertising director of the Bailey Lumber Co., Bluefield, W. Va., whose company picks such times to launch intensive advertising campaigns to emphasize need for efficient, trouble-free home heating systems.

Here's their record: 175 heating units sold during last year's "slack season."

The company handles every type of heating system, including warm-air and hot-water, with coal, oil, and gas fuels. Their advertising campaign begins in September, with small, once-a-week newspaper ads urging people to install *early* and pay *later*. The small ads are supplemented with large ones every other week. Later in the season, the pace is stepped up with large ads twice a week. Two or three times during the winter, Bailey Lumber runs an informative, editorial-type advertisement dealing with heating.

In addition to selling new heating units, the firm answers many calls for repairs on faulty home heating systems. Repair work always opens the way for possible sale of a new heating plant later, Cheyney emphasized.

Keeping Pace With Times

(Continued from page 55)

Essentially, the new quarters are comprised of two steel framed buildings. The main office and showroom is a 40' x 90' fully air-conditioned structure. The warehouse is a 60' x 165' building with 16' sides and a clear span roof.

Well-Arranged Departments

The showroom's vertical aisles are devoted to complete kitchen built-ins, appliances, and individual bathroom fixture displays. Widely-spaced horizontal aisles contain counters serving as open-view displays for innumerable building supplies. A complete paint department is conveniently placed at the structure's closed end.

Immediately adjoining kitchen built-in display area, is a spacious building corner, outfitted with comfortable lounge furniture, where customers may check product catalogs, at a distance from hum of routine business activity.

Fowler-Flemister Co. now is geared for souped-up building activity expected during the coming 'Sixties, according to President W. B. Williams Jr., mayor-elect of

Milledgeville. Such attitude likewise is upheld by other firm officers — W. B. Williams Sr., secretary-treasurer; J. A. (Gus) Pursley Jr., executive vice-president; and Aubrey J. Barrett, vice-president.

What A Scrap Pile Can Do

(Continued from page 48)

size.

"Of course," said Smith, "when ever we get an urgent order for several thousand, we'll get them out, but mainly our survey stake business is slack-time work."

All yardmen agree survey stake cutting at times has been the difference between a steady job and a layoff, especially when other lumber yards lay off men because of reduced business.

Stakes Bring Good Price

Smith Lumber gets \$50 per thousand for survey stakes. It is not unusual for Manhattan Construction Co. to purchase 15,000 or 20,000 survey stakes at one time when it starts on a big highway construction project. Western Electric Co. — presently building a huge plant just west of Oklahoma

City — bought 15,000 hub survey stakes only a month ago.

"We can usually keep most men busy at something," Smith explained, "but when business slacks off due to bad weather, holiday season, or other reason, we always have enough scrap lumber to keep surplus men occupied ripping or cutting survey stakes. By doing this, we don't have to lay anyone off."

Smith is a member of his county, state, and national lumbermen's associations. He has spent all his business life in Oklahoma City, starting out thirty years ago with Kilpatrick Bros. He also has been associated with the H. E. Leonhardt Lumber Co. as manager, and with builder W. P. Atkinson, originator and builder of Midwest City, an Oklahoma City suburb.

Smith Lumber Co. yard covers a lot 150' x 150'. Compared to other metropolitan lumber yards, it is small. Unloading and lumber stacking is done on a contractual basis, something which Smith finds more practical than hiring extra men to do it.

"I hire only as many employees as I can keep on the payroll the year 'round," Smith will tell you.

Now Approved by

SOUTHERN BUILDING CODE CONGRESS!

PATENTED

PRUDEN

Open / **STEEL FRAMED BUILDINGS**
Web

The economy of Pruden frames plus the use of any lumber, roofing, siding and hardware material—each to its best advantage—makes Pruden buildings most popular with builders and contractors. Write Pruden Products Company, Evansville, Wisconsin.

SEE US at the
SOUTHERN BUILDING CODE CONGRESS CONVENTION
November 1 to 4. Chattanooga



Reference:
Sweets File 2a
Pr



REGULAR
30 to 60 Foot Widths
6 to 20 Foot Eave Heights



UMBRELLA
40 Foot Width
16 Foot Height



LOW PITCH
50 to 60 Foot Widths

MORE STRENGTH - LESS STEEL
AT LESS COST
Expert Engineering
Makes The Difference

PRUDEN

Completes Your Masonry Jobs ... Cuts Costs!



PermaPel bars all moisture from penetrating surface. Inside dampness can still breathe out.

New Concentrated **PERMAPEL**TM Silicone Water Repellent

1 gallon concentrate makes
8 gallons repellent

**COSTS LESS THAN 1 CENT
PER SQUARE FOOT APPLIED**

Improves appearance! Invisible deep-penetrating PERMAPEL protection seals out water, dirt and soil. Guards against efflorescence. Does not discolor. Effective on all masonry surfaces—concrete, plaster, stucco, stone, porous brick and asbestos siding—for as long as 8 to 10 years.

Big savings for you! PERMAPEL costs less than 1 cent per square foot to apply. Concentrated form saves storage space. Mixes instantly, 1 part PERMAPEL to 7 parts water. Only one coat needed. Apply with spray or brush. Fireproof. Contains no oil, grease, or wax.

MAIL COUPON FOR **Free Sample**

Perma-Stone Company, Desk 4
719 E. Hudson Street, Columbus 11, Ohio

Please send free sample of new PermaPel Concentrated Water Repellent and descriptive literature.

Name

Address

City Zone State

"They are all experienced men with families. I pay them the prevailing wage rate, and we never have any personnel or labor trouble."

If asked as to where he got the idea for making survey stakes, he will probably confess, "I guess I just hated to see sticks of any kind go to waste. Besides, I got tired listening to some of my highway construction friends gripe about taking their men off the job to cut survey stakes. Too, I decided it might be a profitable way to keep my men busy during slack times, and it was."

How many survey stakes will Smith sell in a year?

Two men, one at a rip saw and the other running a stake cutter, can turn out 1,500 to 2,000 a day. During cold and rainy seasons there often are four to six men on a survey stake job for a week or ten days at a time.

"I would say without looking up the record," Smith estimated, "that we sell close to a half-million survey stakes a year. That's a lot of money derived from any scrap pile. Besides, it keeps men on the job, who otherwise might be out pounding the streets looking for work."

Woman Housing Delegates To Meet Twice by Mid-'60

Third annual Congress on Better Living will convene twice within the next ten months.

In October, 1,500 women delegates will meet in groups of ten in 150 cities to discuss the whole area of family interests—from home building to food preparation.

During the first week of May, 1960, 100 delegates chosen from the October meeting will convene for the traditional three-day Congress on Better Living in Washington, D. C., for a closer focus on home life.

The congress, sponsored by McCall's magazine, is a direct outgrowth of the Government-sponsored "Women's Congress on Housing," founded in 1956 by the U. S. Housing and Home Finance Agency.

Hardwood Floors in Winter

Hardwood floors are said to possess substantial insulating value, and, therefore, aid materially in keeping a home warmer and drier in winter.

New Thermopane In Double-Hung Sash Announced

Doubly-hung windows with double-pane insulating glass, heretofore manufactured on an extremely limited basis, will be mass-produced for national distribution for the first time this autumn.

The break-through in home window styling has been made possible by Libbey-Owens-Ford's development of a new GlasSeal Thermopane unit made of single strength glass, 25 per cent lighter than double-strength Thermopane.

Since more than 50 per cent of all windows installed in homes are the double-hung type, manufacturers foresee a promising market for Thermopane-glazed units. Some believe it will hasten the trend toward use of insulating glass in all home windows.

The price of these windows, they point out, will be comparable to that of ordinary single-pane units and storm sash. Some benefits are elimination of storm windows, heating and cooling economy, and ventilation.

Six millwork companies already are producing the new double-hung windows and others are expected to begin making sash to accommodate Thermopane soon. At present units are offered by Binswanger & Co., Inc., Richmond, Va.; Caradco, Inc., Dubuque, Iowa; Curtis Companies, Inc., Clinton, Iowa; Farley & Loetscher Mfg. Co., Dubuque, Iowa; Royal Glass & Millwork Corp., Englewood, N. J.; and Woodco Corp., Bergen, N. J.

Units will be sold with or without screens.

Redwood Shipments Mount; Production 31% Over 1958

Redwood shipments by major redwood mills during first half of 1959 were more than 23 per cent above shipments during the recession-hit first six months of 1958, according to the California Redwood Assn.

Redwood production during the period marked a 31 per cent increase over last year. Production for the first half of 1959 totaled 309,054,000 board feet, compared to 235,618,000 board feet of redwood produced during the first six months of 1958.

STRICTLY WHOLESALE

SHOALS, IND.: **National Gypsum Co.** has started a major expansion of its plant here to boost production of wallboard, lath, plaster, sheathing, and other gypsum building products. The Shoals plant serves lumber and building materials dealers in Tennessee, Kentucky, Georgia, Alabama, Arkansas, Missouri, and West Virginia . . . Dorsey B. Bobbitt, formerly Houston district manager, has been promoted to manager of the company's newly-created Western Sales Div., with headquarters in Kansas City. The division will embrace Kansas City, Omaha, Minneapolis, and St. Louis sales districts.

TRENTON, N. J.: A factory warehouse designed to meet demands for quick deliveries of ceramic tile, trim, and accessories in the fast growing Southeast area has been opened in Decatur, Ga., by **Wenczel Tile Co.** Located at 409 E. College Ave., the ceramic tile warehouse will be under management of Furman Owen. Howard La Pierre will continue as Wenczel representative for the district.

CINCINNATI, OHIO: Two Southern winners in **Clopay Corp.'s** 100th anniversary sales contest are William R. Miller, McLean, Va., and John S. Lange, Kenner, La. The awards — shares of the company, as well as nearly 1,000 silver dollars — were presented by Vice-President I. M. Krohn Jr. at the company's annual sales conference at French Lick, Ind. More than forty Clopay salesmen attended the four-day sales conference.

LOUISVILLE, KY.: Selection of a new executive office building for **Thomas Industries, Inc.** is announced by Lee B. Thomas, chairman of the board. On September 1, the company moved to 207 E. Broadway in a two-story building, providing 17,000 sq. ft. of office space and 8,500 ft. of basement storage space. Ample parking facilities will also be provided.

CHICAGO, ILL.: **Goodyear Tire & Rubber Co.,** Flooring Dept., is now producing 27" width roll goods for all patterns and styles in its all-vinyl Evergleam counter top line. Traditionally, the firm has limited production of its counter top roll goods to widths of 36" and 45". Five new Evergleam gold metallic styles are being added to the NoScrub all-vinyl flooring line. NoScrub gold metallics will be available in either standard 9" x 9" tile or 45" width roll goods.

MEMPHIS, TENN.: Jay B. Saltwick and Richard O. Demlow, Mem-

phis sales representatives for **Kordite Corp.**, recently achieved the highest honor in the selling profession — the Distinguished Salesman Award. The statuette trophy, often called the "Salesman's Oscar," is sponsored by National Sales Executives, Inc. Kordite selected the Saltwick-Demlow team for outstanding development of new business over a year's period.

VAILS GATE, N. Y.: Edgar Hardin Gillock has been named sales representative for the Midwestern Div. by the **Mastic Tile Corp.** Gillock's territory covers Tennessee, and parts of Mississippi, Arkansas, and Kentucky. He will headquarter in Memphis.

DALLAS, TEX.: Reynolds A. Sandberg has been appointed Southwestern traffic manager of **U. S. Gypsum Co.** with headquarters in Dallas. Sandberg will be in charge of transportation in New Mexico, Texas, Oklahoma, and Arkansas. He previously served as traffic analyst and supervisor of traffic research at the company's Chicago office. U. S. Gypsum has also taken over the Corsicana branch of American Rock Wool, B. P. Weber continuing as plant manager.

MARKS, MISS.: Establishment of a plant here to manufacture metal mouldings is announced by Burt Cantrell, president of the Chamber of Commerce. The plant will employ about 60 persons with an eventual employment of about 150. The 25,000 sq. ft. masonry building is expected to be ready for occupancy Oct. 1. Irwin Green is president of the firm, which will be known as **Marks Mfg. Co.**

JOHNSON CITY, TENN.: **Miller Bros. Co., Inc.,** hardwood flooring and dimension concern, recently began production of Italian "Micro-saic" hardwood flooring. The product is a new type of mosaic wood floor.

MOBILE, ALA.: **Taylor, Lowenstein & Co.** has been named a distributor for Mastic Tile Corp. of America products. Firm will cover northwest Florida and south and central Alabama.

ATLANTA, GA.: **North Brothers, Inc.,** has been appointed distributor by Filon Plastics Corp., El Segundo, Calif., manufacturer of fiberglass reinforced panels.

ATLANTA, GA.: **John T. Everett & Co.** is exclusive sales and warehouse representative for Industrial Plywood Co., Jamaica, N. Y., handling the firm's line of Ply-Gem prefinished hardwood plywood panels. Company operates sales warehouses in Memphis, Houston, and Dallas, full territory coverage extending to 13 southern and southwestern states.

GASTONIA, N. C.: Marshall W. Campbell has been appointed sales representative for **Twin States Dis-**

"READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready-Mix Installation at Huston Lumber Company — at Carey, Ohio.

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City Zone

State

ulating Co.'s builders supply division in Gastonia-Greenville, S. C., area.

TULSA, OKLA.: Lumber Materials Co. has been appointed distributor of Armstrong building products by Armstrong Cork Co. Firm will distribute insulating sheathing, roof deck, interior finish products, acoustical ceiling materials, and allied items to lumber dealers in the Tulsa area.

ORANGEBURG, S. C.: Palmetto Sash & Door Co., Inc., has appointed Bill Sistare, Lancaster, S. C., as salesman.

AUSTIN, TEX.: Longhorn Sash & Door Co. is a new distributor for Filon Plastics Corp., El Segundo, Calif., manufacturer of fiberglass reinforced panels. Firm will handle complete line of Filon's panels for residential, commercial, and industrial construction use.

FARMVILLE, VA.: Erby Johnston has joined the sales department of **Roanoke Sash & Door Co., Inc.,** wholesale distributor of lumber, millwork, and building materials. Johnson will handle sales in the central Virginia area.

WHEELING, W. VA.: Roberts Wholesale Co. has been named distributor for products of Mastic Tile Corp. of America. Company will handle Matico vinyl-asbestos tile in the eastern division.



BATHROOM BRIEFING FOR ATLANTA JOBBER — J. W. (Bill) Zuber, center, president of the Zuber Lumber Co., Atlanta, Ga., and current president of the Southern Sash & Door Jobbers Assn., gets rundown on new Formica applications in a bathroom exhibit, shown at dedication of American Cyanamid Co.'s new Atlanta regional office and warehouse. Updating Zuber are S. J. Cartier, left, regional sales manager, Formica Corp. (a Cyanamid subsidiary), and J. A. Vaughn, right, district sales manager. The new building is said to be of unusual interest to architects and builders because of extensive use of Formica in construction.

WHEELING, W. VA.: W. A. Wilson & Sons is a newly-appointed

distributor of Ply-Gems, genuine hardwood plywood panels manufactured by Industrial Plywood Co., Inc., Jamaica, N. Y.

CHARTER OF INCORPORATION: **Louisiana Wholesale Specialties, Inc.,** Baton Rouge, listing capital stock of 1,000 shares no par value.

AIKEN, S. C.: M & M Supply Co. has purchased Slade-Arnold Supply Co., Slade Lumber Co., and Slade Mfg. Co.

MIAMI, FLA.: Aldor, Inc., manufacturer of overhead commercial and residential garage doors, has begun a 30,000 sq. ft. addition to its plant at 4300 NW 36th Ave., which will give 50,000 sq. ft. of plant space.

EL PASO, TEXAS: El Paso Flournoy Co., Inc., has been appointed west Texas franchise representative for Yale industrial lift trucks and tractor shovels. Company is constructing a building to double its area for replacement parts inventories and service shop facilities.

SAN ANTONIO, TEX.: Carroll McClure Jr. has been appointed territory sales representative for **Azrock Floor Products** in Kentucky. He will headquarter in Cincinnati, Ohio.

BALTIMORE, MD.: Central Building Supply, Inc., Masonite distributor, recently held a dinner to celebrate the 35th anniversary of Masonite's introduction. Attending were 235 retail lumber dealers.



**SUPER RESISTANT
INSULATING
SHEATHING**

... backed by 30 years experience

BEST BUY IN THE BUSINESS!

STRONG

EFFICIENT

ECONOMICAL

ASPHALT-WATERPROOFED

- ★ Conforms to FHA and VA standards
- ★ 1/2" and 25/32" thicknesses
- ★ Standard panel sizes
- ★ Roof insulation also available - All thicknesses

MAFTEX INSULATION BOARD SALES CO., INC.

Standard Oil Building, Baltimore 2, Maryland

Specializing in Roof Insulation, Sheathing and Shingle Backer

INFORMATIVE LITERATURE

PAINTING HARDBOARD. Characteristics of hardboard, painting hardboard, interior painting, exterior painting, and the repainting of hardboard surfaces are contained in sections of an eight-page booklet. It points out that smooth-surfaced hardboard is easily painted, takes all kinds of finishes, and can be used with these finishes in a variety of ways indoors and out. Hardboard Association, Dept. SBS, 205 West Wacker Drive, Chicago 6, Ill.

LOCK SPECIFICATIONS. A single booklet includes specifications, recommended uses, cutaway drawings of locks, and full-color illustrations of both locks and escutcheons. The brochure gives particular emphasis to the Challenger 900 series heavy-duty lock, which features one-piece cold forged knobs, brass retractors, aircraft aluminum housings, and extra large spindle bearings. Challenger Lock Co., Dept. SBS, 4865 Exposition Boulevard, Los Angeles, Calif.

THICK INSULATION. The values of thick insulation are explained in a 24-page, fully-illustrated booklet published by the National Mineral Wool Association, Dept. SBS, 2906 Americas Building, Rockefeller Center, New York 20, N. Y. Data taken from surveys in 46 U. S. cities are offered to support the assertion that savings in heating and cooling are realized from using thick insulating material.

WOOD TREATMENTS. A four-page booklet on Lignophol wood treatments and finishes for interior and exterior application is available from the Building Products Division, L. Sonneborn Sons, Inc., Dept. SBS, 404 Fourth Avenue, New York 16, N. Y. The booklet tells how Lignophol has helped to prevent deterioration of wood and shows its variety of purposes. Specific application and coverage data are included.

LATEX PAINT. "Why and Where to Specify Latex Paint" is a booklet giving the history of latex paint, standards necessary for quality latex paint, and what the user can expect from it. The Dow Chemical Co., Dept. SBS, Midland, Mich.

FLOORING PROCESS. The four-step process for laying heavy-duty, heat-resistant flooring is described in a two-page bulletin, which shows how to obtain maximum heat and thermal shock resistance under a variety of commercial applications. Six illustrations supplement the description of materials and steps used in laying Emeri-Brick floors. Walter Maguire Co., Inc., Dept. SBS, 60 E. 42nd Street, New York 17, N. Y.

REDWOOD SIDING. Redwood's unique advantages to the home owner are stressed in an eight-page fold-out booklet designed to help retailers sell redwood siding. The wide range of home styles which can use the siding is illustrated by numerous photographs. California Redwood Assn., Dept. SBS, 576 Sacramento St., San Francisco 11, Calif.

BOW WINDOWS. A bow window suitable for modern or traditional homes and commercial applications is featured in a booklet by Lee Millwork Corp. Information concerning its precision manufacture and ease of installation are major points of interest in the booklet. A size and stock chart is included in the piece from Lee Millwork Corp., Dept. SBS, Fair Lawn, N. J.

WINDOWS AND GLASS DOORS. Details concerning their sliding windows, single-hung windows, awning windows, window walls, and rolling doors are given in a catalog by Capitol Products Corp., Dept. SBS, Mechanicsburg, Pa. Information is included on available sizes, types, and installation details.

FLOORS SELL HOMES. Technical data needed by the home builder to determine flooring specifications and an analysis of modern resilient flooring are covered in this colorfully illustrated merchandising booklet by Armstrong Cork Co., Dept. SBS, Lancaster, Pa. The importance of floors as a selling point for new homes is emphasized.

HOME MODERNIZATION. Dealers interested in promoting home modernization sales are offered a folder released by the FHA Title I office. The booklet's primary purpose is to point out the ease of obtaining Title I loans for such improvements as roofing and siding, but it also mentions the advantages of using insulating siding. Insulating Siding Association, Dept. SBS, Glenview, Ill.

RE-ROOFING SYSTEM. A four-page folder describes Vulca-Dek — a re-roofing system said to cut application costs as much as 55 per cent. Actual on-the-job photographs show aspects of installation. The system's key component materials are described from standpoint of ingredients and performance. The Monroe Co., Inc., Dept. SBS, 10703 Quebec Avenue, Cleveland 6, Ohio.

COPPER PLUMBING. Cutting building cost through use of copper for plumbing, heating, and air conditioning systems is the subject of a 24-page booklet released by a subsidiary of Kennecott Copper Corp. Side-by-side comparisons of

the installed costs of different plumbing systems are included to show which offer the greatest benefits to the builder, together with suggested specifications for water supply, underground service, heating, air conditioning, oil burner, and drainage installations with copper tubes. "Save on the Home You Build" is available from Chase Brass & Copper Co., Dept. SBS, Waterbury 20, Conn.

MILLS DIRECTORY. Mills in the Douglas fir region manufacturing Douglas fir, West Coast hemlock, western red cedar, Sitka spruce, and white fir, are listed in the 1959 "Where to Buy" directory. The 48-page publication provides all pertinent information about 250 mills — personnel, offices, facilities, and items manufactured. It is available from the West Coast Lumbermen's Assn., Dept. SBS, 1410 S.W. Morrison Street, Portland 5, Ore.

WROUGHT IRON PRODUCTS. An illustrated 1959 catalog describes the versatility of Versa wrought iron railings and columns in all types of buildings — homes, businesses, or industries. It discusses the adjustable railings with heavy weight spindles of Versa railings. Versa Products Co., Dept. SBS, Lodi, Ohio.

ALUMINUM SALES AIDS. Two trade manuals aid dealers in merchandising the Textron line of aluminum storm windows, doors, awnings, and siding. TM Sales Manual explains technical features of the metal products. The second book, 1959 TM Merchandising Manual, covers all areas of merchandising, and provides ideas for individual promotion plans. Textron Metals Co., Dept. SBS, 39 James Street, Girard, Ohio.

CAULK-FLO UNIT. Two-page brochure describes Caulk-Flo unit for applying caulking and glazing compounds, roofing cement, mastics, sealants, putties, and adhesives. Illustrations show how unit dispenses and applies material, in any consistency, from bulk containers, without use of caulking guns or cartridges. Force-Flo-Inc., Dept. SBS, P. O. Box 2442, East Cleveland 12, Ohio.

INSULATING PANEL. Brochure describing Alply insulating building panel is offered by Aluminum Co. of America, Dept. SBS, 1501 Alcoa Bldg., Pittsburgh 19, Pa. Panel consists of expanded plastic beads "sandwiched" between sheets of aluminum. Presented in full color are myriads of designs, hues, and finishes available on either or both sides of panel. It also includes technical data describing panel's ther-

acoustical, corrosion-resistance, strength characteristics.

HARDWOOD PLYWOOD. First publication of Hardwood Plywood Institute's 1959 trade promotion program is pocket-size compilation of basic grade-use data and other information. It includes photos of 18 different uses of hardwood plywood, as well as photos and description of five different grades. Application and finishing methods are described to insure fine paneling job. Hardwood Plywood Institute, Dept. SBS, 2310 S. Walter Reed Dr., Arlington 6, Va.

BATHROOM FIXTURES. Full-color book illustrates contemporary arrangements in bathroom and plumbing fixtures. Featured in 20-page book are large, full-color illustrations of bathroom, washroom, and kitchen settings, with details. Fixtures and fittings are also illustrated and described for residential buildings. Kohler Co., Dept. SBS, Kohler, Wis.

OPEN-WEB STEEL JOISTS. Full description of open-web steel joists, steel roof deck, and Cedor centering for construction of lightweight roof and floor systems is available from Ceco Steel Products Corp., Dept. SBS, 5601 W. 26th St., Chicago 50, Ill. Booklet is complete with dimensions, allowable loading, specifications, and recommended handling and erecting procedures.

MATERIALS HANDLING. Improved handling techniques are outlined in a new on-the-job survey prepared by Towmotor Corp., Dept. SBS, 1226 East 152nd St., Cleveland 10, Ohio. Report covers handling methods related to production and assembly of truck cranes and other heavy construction equipment.

WALL SURFACING. Booklet about Nevamar and its application to wall surfaces is available from National Plastic Products Co., Dept. SBS, Odenton, Md. It describes advantages of Nevamar high-pressure laminates for wall surfaces, and illustrates three wall effects created by using either panel, block, or random plank methods. Complete, detailed instruction chart is included. Fitting and positioning, cutting and trimming, adhesive, and bonding are discussed.

METAL GAS VENT. Sixteen-page catalog on metal gas vent is available from Van-Packer Co., Division of Flintkote Co., Dept. SBS, 1232 McKinley Ave., Chicago Heights, Ill. Catalog covers construction features, typical installations, specifications, and ordering information on entire line of vent pipe and fittings. Metal gas vent is double-wall, air-insulated vent system with interlocking joints, available in both round and oval pipe.

FLOOR TILE. Floor products sales promotion catalog is offered to authorized Azrock wholesalers and

dealers. Colorful 24-page catalog gives information on advertising mats, point-of-sale displays, radio and TV advertising, catalogs and folders, merchandiser, streamers, and samples. Details on how to order and use materials is included. Azrock Floor Products, Dept. SBS, Box 531, San Antonio 6, Tex.

CLEAR VARNISHES. Fifth in a series of Bruning booklets is concerned with the functions of varnish, drying time before rubbing, "dry to touch," and specific varnish dictated by requirements. The booklet also introduces new finishes, among them Bruning Sixty and Super Bucaneer Spar Marine varnish. Bruning Brothers, Inc., Dept. SBS, 4209 E. Chase Street, Baltimore 5, Md.

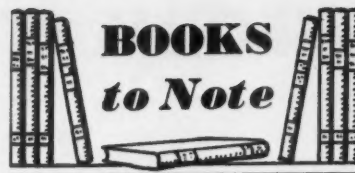
WINDOW CATALOG. A 40-page catalog lists specifications and features, and shows sectional details and standard and modular sizes for more than 20 types of Ualco windows. Also included in the three-color catalog are photographs of several large buildings in which Ualco windows and Ualco aluminum curtain wall have been installed. Copies are available free on request from Southern Sash Sales & Supply Company, Inc., Dept. SBS, Sheffield, Alabama.

ALUMINUM WALL SYSTEM. Building data and architectural specifications for Reynolds aluminum curtain wall system are included in a two-color, illustrated eight-page brochure. Advantageous features of the Reynolds Economy Wall, designed for one- or two-story installations, are listed in the bulletin. Reynolds Metals Co., Dept. SBS, Richmond 18, Va.

PLUMBING PRODUCTS. Full information on domestic and industrial plumbing products is available in the Royal Brass catalog. Each item in the company's line of bath valves, drains and fittings, lawn and laundry tray faucets, compression stops, and ground key cocks is concisely described. The 44-page, binder-punched, 8½" x 11" catalog is available from the Royal Brass Mfg. Co., Dept. SBS, 1418 E. 43rd Street, Cleveland 14, Ohio.

LADDER BULLETIN. A two-color folder gives extensive coverage for Gold Medal ladders and safety aluminum ladders, which include four new models — a utility step ladder, a household ladder, Extend-A-Step ladder, and a push-up extension ladder. This Bulletin L-94 is available from the Patent Scaffolding Co., Inc., Dept. SBS, 38-21 Twelfth Street, Long Island City 1, N. Y.

ROOF INSULATION. Included in a two-color, eight-page brochure by Owens-Corning are eight photographs, four tables, and four sketches describing Fiberglas roof insulation. Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.



"Record Houses of 1959"

Prepared by the editors of *Architectural Record*, and published by F. W. Dodge Corp., 119 W. 40th St., New York 18, N. Y., this 230-page book spotlights 20 top contemporary architect-designed houses of the year.

These houses accent a theme of "peaceful privacy within one's own walls," by the use of plans for one or several courts, and those which create the pavilion-type house.

The 8½" x 11½" book has 283 photographs, plans, and drawings (nine in full color). It costs \$2.95.

"Plastics in Illumination"

Plastics in Building Illumination, published by the Building Research Institute, National Academy of Sciences-National Research Council, 2101 Constitution Ave., Washington 25, D. C., is a comprehensive treatment on the subject of plastics and their uses in building illumination.

Experts in lighting and plastics have compiled this book, which is in three sections: Objectives of Building Illumination; Plastics Applications in Building Illumination; and Future Application of Plastics.

Luminous plastic ceilings, multipurpose building elements used for illumination, and lighting through insulating plastic wall and ceiling panels are discussed in the book, which costs \$3.00.

"Buildings for Research"

Buildings for Research is published by F. W. Dodge Corp., 119 W. 40th St., New York 18, N. Y. The book contains surveys of 44 outstanding research facilities, with commentary and photographs, plus additional longer text sections detailing the special requirements of each project by men prominent in research building design.

The study is organized to solve the problem of good design for such buildings. Even though there can be no standard model for a research laboratory, since each design is dictated by the operation of houses, a section by leaders in the research building design field fully discusses the many elements common to all laboratories. The 232-page book costs \$9.50.

Superior Stone Joins American-Marietta Co.

Superior Stone Co., Raleigh, N. C., supplier of basic construction materials, has joined the organization of American-Marietta Co. The Raleigh firm, which will operate as an independent division of American-Marietta, operates 20 quarrying and processing plants in North Carolina, South Carolina, Virginia, and Georgia.

W. Trent Ragland Jr., president of Superior, will continue to head the company, and will also be a director of American-Marietta.

Southern Builders to Get Modular Progress Reports

The newly - formed Modular Building Standards Assn. has announced distribution of its "MBSA Reports" to architects, builders, and producers.

The publication is a compilation of current technical articles on modular progress; news and status of ASA's Committee A62 on dimensional standards for building products; and two- and four-page

technical brochures on new modular products being introduced by MBSA's manufacturer-members.

Georgia-Pacific Profits Up 106% Over '58

The best single quarter in the history of Georgia-Pacific Corp. ended June 30 with profits of \$4,267,272 — up 106 per cent over the record second quarter of 1958. Net income, sales, and cash flow for both the quarter and the first half of 1959 all exceeded previous highs.

G-P stockholders were advised that net income for the first six months of this year was \$7,017,495 as compared with \$4,003,058 for the like period of 1958. Sales were reported at \$89,786,814, as compared with \$71,990,803 a year ago and cash flow at \$16,226,875, as compared with \$14,637,307.

The outlook, barring any adverse change in economic conditions, officials said, is that the last half of 1959 will be as good or better than the first, and for the longer term the outlook is for substantially increased profits.

Methusaleh Was A Piker

Methusaleh lived 900 years, but was only a piker compared to the oldest living thing on earth, a 4,600-year-old-bristlecone pine tree growing in the White Mountains of California. Largely, the tree is dead, but strips of bark protect living tissue.

Push Polyethylene Sales

(Continued from page 44)

water forms solid mass.

8. For a "quickie" wading pool: Drape as a liner over a shallow box or support by low side walls. Fill with several inches of water and watch toddlers splash their way to a happy afternoon.

9. As a protective cover for outdoor furniture, sandboxes, hay-stacks, on-the-job lumber, stockpiled bags of cement, farm implements, yard tools, tops of cars (to catch resin that drips from raw rafters during hot weather).

10. To mulch plants and vegetables on farm or in city border.

11. As a weather shield for open or screened porches: Strips lightly tacked to framing hold back the



FOR MULTIPLE OPENING FIREPLACES
FORMS COMPLETE THROAT, eliminating construction errors.

HEAVY STEEL CONSTRUCTION for lifetime service. NO BRITTLE CAST IRON PARTS TO BREAK.

When damper is in open position, closure blade cannot swing back beneath chimney flue, but acts as a buffer to prevent downdraft wind currents from entering throat to interfere with draft. Tight closure prevents loss of furnace heat.

Rockwool blanket provided for use between form and masonry. Only proven method of absorbing metal expansion to prevent cracking of masonry.

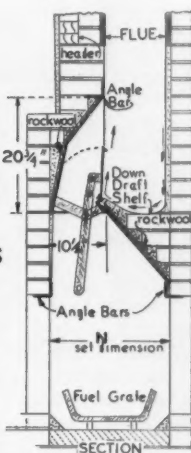
Permits chimney flue to be located directly above center of unit, saving considerable labor and material necessary with other designs to offset chimney and downdraft shelf.

Available in 5 sizes through distributors in all trade areas, served by two factories. WRITE FOR COMPLETE INFORMATION and SCALE DRAWINGS on SUPERIOR HI-FORM DAMPERS for both single and multiple openings.

SUPERIOR FIREPLACE COMPANY

Dept. SBS
4325 Artesia Avenue
Fullerton, California

Dept. SBS
601 North Point Road
Baltimore 6, Maryland



"There's Nothing Like Wood"

LIVE, WORK, BUILD BETTER WITH WOOD

**SUGAR PINE
PONDEROSA PINE
DOUGLAS FIR
WHITE FIR
CALIFORNIA
INCENSE CEDAR**

We have vast forest resources, modern mills, kilns and facilities—plus men who know Lumber

A mixed car can contain Standard Items plus mouldings, interior trim, glued panels

Specialists in Finger Jointing

The Ralph L.
SMITH
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn.,
West Coast Lumber Assn.,
Ponderosa Pine Woodwork

cold snow, rain. For better appearance, wood-strip polyethylene to form panels which can be secured over openings during cold months.

Poly Tends to Sell Itself

The same supplier who begged people to buy his initial stock of 10,000 square feet says that he uses the "Gee - whiz - look - at - this - miracle - film - that - will - do - anything!" approach to get customers interested. He still sells "dabs" to housewives, crawl space quantities to home-owners who



FULLY ADJUSTABLE — Stepco Concrete Block Anchor Bolts

Outstanding response has proven that Stepco provides the best means of securing a wood plate or nailer to a concrete block or jumbo brick wall.

Cutaway illustration shows how Stepco block anchor bolt is used with two by six nail plates. Notice how this versatile bolt anchors itself . . . it's fully adjustable too.

For the best in anchor bolts and profits, write or call Stepco today!

STEEL PRODUCTS MFG. COMPANY

PHONE TUCKER 6-3906

P. O. BOX 25

TOCCOA, GA.

want to install it themselves, and rolls of black and clear to the farmer. But his real thrill is to greet a customer who places an order for as much as 50,000 sq. ft. of polyethylene, five times the amount of his entire original stock. "And it happens frequently," the supplier told me.

Royal McBee, with a \$7 million portable typewriter plant nearing completion in Springfield, Mo., used half-a-million square feet of polyethylene under its slab. Also, polyethylene was used to enclose the steel-framed office wing before aluminum window frames and glass were set. Finishing work went forward without job-holdup because of weather conditions.

A Holiday Inn motel, also under construction in Springfield, required 100,000 sq. ft. of polyethylene during its building process.

Wider widths are best for heavy construction, but the 4' width is more versatile for household jobs. I would recommend, however, that home-owners use wider widths when they get ready to lay a crawl space moisture or vapor barrier.

To repeat, a dealer doesn't have to sell poly — it sells itself. A dealer's job, as I see it, is to introduce his customers to this many-talented plastic film and its broad uses. He will be wise to stock both black and clear in assorted widths.

Polyethylene has had as phenomenal growth as any material I've yet seen come on the market, unless it would be fiberglass. Now, the two have been wedded by Owens-Corning in the fiberglass-reinforced poly film, known cryptically as FRF. This new film has exceptional strength, thanks to a combination of fiberglass yarn in the material, and it positively will not stretch, bag or billow.

Finally, the one thing I recommend to dealers is "CARRY POLYETHYLENE — a full and complete stock of it." Every person who walks into a dealer's store is a potential customer.

'Home-Grown' Quarters

(Continued from page 57)

ers, Inc.; Peden Iron & Steel Co.; Rounds and Porter Co.; The Rubenoid Co.; The Sabine Supply Co.; San Antonio Portland Cement Co.; Seidlitz Paint & Varnish Co.; Southern Oregon Plywood; Southern Pine Lumber Co.; Southwestern Portland Cement Co.; Stein Lumber Co.; Steves Sash & Door Co., Inc.; Tennison Brothers, Inc.; Texas Dry Concrete Co.; Texas

Sash & Door Co.; Trinity Portland Cement Div., General Portland Cement Co.; United States Gypsum Co.; United States Plywood Corp.; Universal Atlas Cement Div. of United States Steel Corp.; Watts Hardware & Supply Co.; Wilson Lumber Co.; Whiteselle Brick & Lumber Co.; and Wyche & Co.

The building houses the Lumbermen's Assn. of Texas offices, the Lumbermen's Investment Corp., and the L. I. C. General Agency.

S. S. Forrest Jr. of Lubbock is LAT president. H. L. Richards, New Braunfels, was general building chairman. W. S. Drake Jr., Austin, was finance chairman, and P. J. Goodnight, Dallas, was materials chairman.

'Southern Sash' Promotion

(Continued from page 52)

of building — or, in the words of its advertising department, "Everything to Build Anything." Even flush doors — certainly not common display pieces — are among showroom items, in tall neat stacks and in all sizes. Builders' tools, too, are offered, from screwdrivers to biggest power saws.

Object of Pride

"Sudden Service" is the motto of Southern Sash stores everywhere. And the range of services extended to builders and home-owners is a matter of professional pride.

The home planning department maintained by each store is a fountainhead of free advice on how, when, where, and with what materials to build any structure. Delivery, also free, is timed so that materials arrive as needed at the job-site. Financing is likewise arranged right in the store.

One important Southern Sash service, in the estimate of its customers, is not a service at all, but just plain ease of shopping. Parking is free, in large storeside lots next door to both Sheffield and Florence stores. Showrooms are air-conditioned, aisles are wide, and every conceivable material is on display.

If shoppers fail to find what they want at Southern Sash of Sheffield — something that doesn't happen often — it's sure to be in stock at Southern Sash Wholesale, Inc., right next door. Southern Sash Wholesale distributes some 1,500 building materials, in a territory which includes Kentucky, Tennessee, Mississippi, and north Alabama. Among its best clients, of

course, are Southern Sash of Sheffield and Southern Sash of Florence.

Success Has Key

Recently, the somewhat fabulous ten-year rise to national and international prominence of Southern Sash and multiple affiliates was subject of a Drew Pearson "New Horizons" telecast from New York.

Pearson interviewed President Elton H. Darby of Sheffield, and took viewers on a tour of sprawling facilities where Ualco aluminum windows are manufactured. He emphasized — almost incredulously — how, in 1947, Darby and his associates — fresh from the Army — established the company on little more than "faith and a shoe-string," broadening and strengthening the Ualco line in phenomenally short order. Thus, even before 1950, the firm had opened district warehouse-sales offices in the East and West, and had begun setting-up a chain of wholesale and retail building material stores which now blanket the Southeast.

Now, when questioned about a possible key to his company's overwhelming success in retailing, wholesaling, and manufacturing,

Jim Crossno, Southern Sash's dynamic young advertising manager, most often replies: "Self-sufficiency."

He then is given to jabbing a thumb toward a wall inscription, just over his desk, which reads: "Thought for Today: There's no mind or market . . . so tough that it can't be opened . . . if you have the right creative selling KEY."

Profitable Shell House

(Continued from page 47)

does not interfere. The owner and his wife are prospects, throughout winter, for a variety of building materials. Even when the Title I loan buys most of the supplies, small cash sales are made regularly.

Although only one shell house has been set up for display, there is enough room on the lot for several more. To date, however, the one small house is enough for sales purposes. The customer may select from one-, two-, and three-bedroom plans. Because the house is built on the customer's own lot, plans more or less are mobile, and

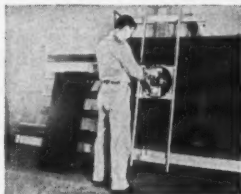
changes can be made to suit customers.

Dog Houses Popular

The ready-built dog house is another outlet for winter sales. Two sample dog houses are shown in the lumber yard, a small one and a larger one, ranging in price from \$10 to \$40, painting included. Several staff members, including truck drivers and the two owners, enjoy working on dog houses, using odd pieces of lumber.

Said Vice-President Sparks: "Every lumber dealer knows that many a crooked piece of 2x4 Arkansas pine is waste material. We cut crooked pieces in two, eliminate the bad part, and have a 6' piece for a large dog house and sometimes a 5' piece for smaller dog houses. We also use waste roofing scraps for the dog house roof."

Few carpenters are interested in building dog houses, especially ones costing less than \$40. Supplying these attractive dog houses, ornamental to any yard, gets rid of waste, attracts customers, and keeps personnel busy. Occasionally, an ardent D-I-Y customer wants to buy short pieces of material to



Cross cuts

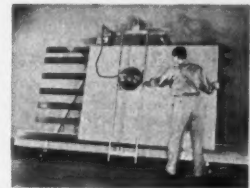
Both cross cuts and rip cuts can be made without removing panel from machine. One man can handle a 4' x 12' panel!

TRIM PRODUCTION COSTS . . . Give better cut-to-size service WITH A BENNETT 2-WAY PANEL SAW



RICHARD C. BENNETT MFG. CO.
BOX 331
LACEYVILLE, PA.

Write for
Literature



Rip cuts

Cross cuts or rips panels of

- TILEBOARD
- HARDBOARD
- PLYWOOD
- ALUMINUM
- PLASTICS AND PLASTIC LAMINATES

WHEN YOU WRITE TO Advertisers
IN THIS MAGAZINE . . .

Tell Them YOU READ ABOUT IT IN

**Southern
BUILDING SUPPLIES**

Truck Owners
NOW . . . you can tie
down your loads

**FASTER!
SAFER!
FOR LESS MONEY!**



with the
**CLARK-WESTERN
CABLE BINDER**

FASTER . . . Lighter cables, no heavy chains. 14 tooth ratchet assumes required tension. NO REPLACEMENT COSTS! Permanently mounted on truck or trailer. LESS COST! Installed complete with cable for 1/2 cost of other binders. ALL STEEL! No Malleable Iron Used. Available at all Freuhauf Branches.

FOR MORE
INFORMATION,
WRITE:

WESTERN PIPING & ENGINEERING CO., INC.

123 Kansas St. • San Francisco 3, California

do the job himself. Owners do not object when customers examine their sample dog houses, take measurements, and copy it with material for which they paid only a few dollars.

"The more people we can get into our store during slow months," said Sparks, "the happier we are. If anyone can enter our store or yard without seeing something to buy, he is not typical of the people in this area."

'Specials' Pushed

To attract customers, some type "special" is always played up in the window and in advertising. Currently, during winter months, a 55-piece plastic ware set of dishes is being offered at \$29.88. The owners admit that the profit on this set is slim, but it does bring in customers, especially younger people just starting housekeeping. Many of these sets are placed in lay-away or bought on 30-day and 60-day charge accounts.

Practically every family who buys a set of dinnerware wants two other items that carry longer profits — tools and paints. The dinnerware is shown in the paint department, where a little extra salesmanship is often employed to

sell a can or two of paint to go along with the dishes.

Although the owners use aggressive methods in going after D-I-Y volume, they now are getting set for cultivating contractors more vigorously. Recently, a mimeograph machine was bought, which will be used for friendly letters to go regularly to a mailing list that includes all the contractors of the area.

"Contractors are not objecting to our promotion of the shell house," Sparks said. "Many shell house buyers employ professional help in finishing their homes."

The bookkeeper uses the mimeograph during spare time. Sometimes, during a siege of bad weather, he also uses the telephone to urge selected customers to do some interesting interior work.

The names of Adams shell house-owners now form a valuable part of the permanent mailing list, to receive mimeographed letters and circulars and attractive envelope stuffers.

Your Truck Signs Sell

(Continued from page 50)

pearance.

Drivers should be neatly dressed. People tend to judge your business by your employees. Create good "first" impressions by requiring clean, neat clothes on your truck drivers.

Use skilled drivers. Inexperienced truck drivers commit traffic errors that can cost you business. There is no surer way to lose a good customer than to have one of your trucks steal his right-of-way in traffic.

Go the "extra mile" in courtesy. Those who drive your delivery vehicles are public relations men on wheels. The best driver is the one who gives the nod to the other fellow in close traffic decisions, helps stranded women change tires, and consistently handles your vehicles with good traffic manners.

Supervise your signs. Commercial car signs, experts point out, need the same careful supervision required by other phases of merchandising building supplies. Neglected signs neglect to bring in new business.

Invite criticism. As a point in supervision, ask responsible people outside your organization for their opinions on the effectiveness of your truck signs. Suggestions garnered this way should give you excellent ideas to improve your advertising on wheels.

Placards for personal cars. Commercial artists advise that placards for your advertising can be purchased from sign shops. These are designed to hang over door panels and will not affect enamel.

Why not put them on your personal car?

Why not offer them to your employees for their cars?

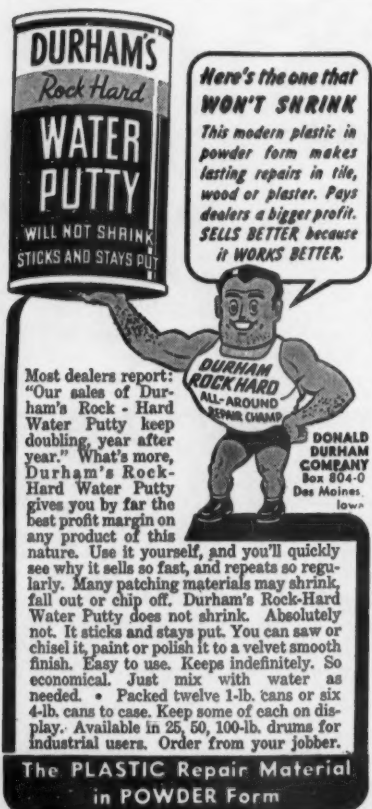
The more that people see your name going up and down the street, the more building materials and supplies they will tend to buy. The best part is that commercial car advertising is relatively inexpensive. Make it pay off big by following advice offered by outdoor advertising experts.

Defrost 'Cold' Customers

(Continued from page 53)

specific type meal. The manager then assumes responsibility for providing it and seeing that everything passes according to plan. Later, he sends Crosslin Supply Co. the bill.

"I send invitations to all construction men I know within a 15-mile radius," said Crosslin. "I send them in various ways. Some-



DURHAM'S
Rock Hard
WATER PUTTY
WILL NOT SHRINK
STICKS AND STAYS PUT

Here's the one that WON'T SHRINK
This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

DONALD DURHAM COMPANY
Box 804-D
Des Moines, Iowa

Most dealers report: "Our sales of Durham's Rock-Hard Water Putty keep doubling year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material in POWDER Form

Classified Advertising

FOR SALE

For Sale, For Pennies!

1 car 6' S2s New Oak stacking sticks06c ea.
1 car 8' New Oak stacking sticks08c ea.
Rgh08c ea.

Please Phone or Wire your order.

GAIENNE LUMBER
Shreveport, Louisiana

SALES OPPORTUNITY DISTRIBUTOR ACCOUNTS

Opportunity to sell through distributors an attractive line of translucent building panel for prominent national building manufacturer. Territory in southeastern United States. Contacts with recognized distributors in established market.

You may qualify for this unusual opening if you are: A proved producer in selling building materials through distributors. 31 to 36 years of age. An individual with a minimum of two years of college training. Familiar with and skilled in manufacturers' merchandising program. A resident of the southeast quarter of the United States. Attractive compensation program with incentive plan added to base salary and expenses. Complete benefits, company-paid retirement program.

Send full particulars in confidential letter to Mr. Orval W. Groves at address shown below. Interviews will be arranged with qualified candidates.

BUTLER MANUFACTURING COMPANY
7300 East 13th Street
Kansas City 26, Missouri

times the invitation goes on a double postcard with the return portion used for acceptance and reservation. Or, the invitation may be given by phone, personal letter, or by merely notifying some in person as they come into the store."

Dinners Announce Developments

Crosslin does not have any set schedule for these dinners, but gives one whenever he has something special to announce.

"One important occasion for arranging a dinner is when some new development occurs in the construction field," he explained. "Maybe it is a new type of wall-board, door, or method of saving labor cost and material waste."

If it is an improved construction material, Crosslin will have a manufacturer's representative on hand to explain its advantages and how it is used on a construction job. He arranged one dinner just to show a new lockset. At another dinner, a Celotex representative explained a new product which promised to be a great contribution to the construction field. Another time, it was a new and different type of paint.

Generally speaking, guests assemble, visit with one another before eating and "fellowship" until time to clear away dishes. Then the business part of the gathering begins. If a new construction development is to be featured, the representative or other authority is introduced.

"Sometimes the business session is held at the restaurant table immediately after guests finish eating," Crosslin said. "Sometimes we find it advantageous to return to my plant, where a new product or method can be better demonstrated. Occasionally, we demonstrate with a movie, using a spacious office at my plant to seat everybody. This office is also a good place to set up

the screen.

"I find these meetings to be not only social events that create good feeling among participants, but also they are quite educational. They learn something new in building, painting, plumbing, electric service, and in other lines. We invite everyone we know to these dinners from top contractors down to plumbers, electricians, bricklayers, paper hangers, and others. If I can show them that I have something new in labor-saving tools and easier-to-apply materials, it is fine promotion."

At the after-dinner business meeting, anyone present is invited to ask questions or to express opinions. Many guests speak up, pointing out what they consider to be disadvantages in using a demonstrated material. Every angle is discussed by those present with the representative.

First-Hand Information

"Such meetings definitely help in getting a new building product to move," says Crosslin. "Construction men present get firsthand information, what it will do and so on. Such information would be hard to impart in other ways. For example, I recall receiving a shipment of sheetrock several years ago, before I began sponsoring these dinner gatherings. Sheetrock was then new in my community, though in many other places it was fairly well-known. I thought I would never sell it. Now, it is well-known and turns over pretty fast. That's one example of what it means to hold construction meetings to explain educational parts of a new development to men with responsibility of applying it."

Naturally, after hosting his potential customers at a sumptuous feed, guests are in good spirits. With all of them together, it is a fine opportunity to show them

through the Crosslin plant, letting them see every product and service Crosslin can supply.

Although Crosslin sells every kind of building material to contractors, including construction tools and building hardware, he still does a lot of contracting himself. He has on his payroll plumbers, electricians, bricklayers, and carpenters.

He believes his hosting method of meeting potential customers face to face has paid off well. His "everything to build anything" policy now involves 30,000 square feet of floor space; 200 linear feet of lumber sheds; every kind of construction material including not only lumber, but brick, and cement supplies, as well as complete lines of plumbing, electrical equipment, wallpaper, and building hardware. His contracting and construction activities extend to such Tennessee towns as Murfreesboro, Franklin, and south Nashville. One of his Nashville jobs was the construction of a large shopping center known as Tusculum.

Crosslin has a large shop in his plant where he prefabricates windows, door frames, and other building parts, all of which saves much time and expense on jobs.

Construction work naturally creates other outlets for building materials that he stocks. "Like other contractors, I sometimes slip up on my contract estimates," he admitted, "but if I break even on labor costs and still make money on materials, I feel the job has been worthwhile."

While most dinner meetings are called to bring some new improvement in construction techniques to the attention of the trade, Crosslin does not hesitate to stage one whether anything new develops or not. He feels this meeting of minds, with the same interests in common, is profitable to all participants.

A "TRUSS" that pays and pays and pays!

All Plates and Trusses are Engineered by Peabody Engineering Co. and Tested by Pittsburgh Testing Lab.



Our Plates are 20 Gage Galvanized Metal. We Use Special Galvanized Nails.

Have Your Own Business — Make Pre Fabricated Trusses No Costly Equipment Needed.

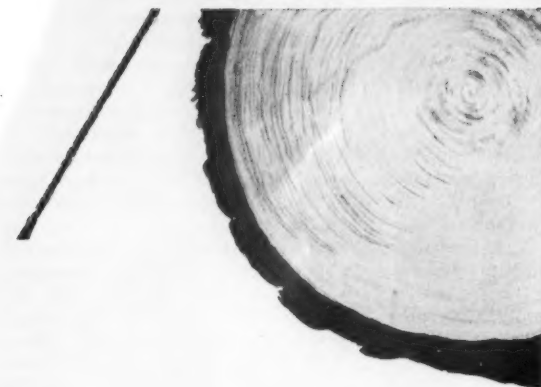
Write or Call for Complete Information . . . Some Franchises Still Open.

UNITED TRUSSED ROOF CO.

7000 Coral Way

PHONE MO 7-1081

MIAMI 55, FLA.



Riding High With Top Quality

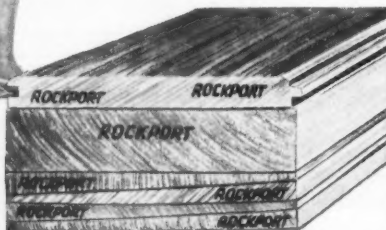
ROCKPORT REDWOOD

It takes good logs to make good lumber. Rockport selects the very best; and manufactures notably high-quality Redwood—always well up to grade. You can depend on Rockport to please your trade. Nothing surpasses Rockport's Certified Dry Redwood Bevel Siding and Finish.



Rounds Lumber Company is exclusive distributor for Rockport and sales agent for other leading manufacturers of Redwood; and of mills producing top quality Douglas Fir, White Fir, Ponderosa Pine and Sugar Pine.

**Specify Rockport
LOOK FOR THE
END STAMP—"ROCKPORT"**



ROUNDS LUMBER COMPANY

Sales Agents

General Office, Crocker Building, San Francisco 4, California

YUkon 6-0912 • Teletype SF-898

9233 Denton Drive, Dallas, Texas

430 N. Waco Avenue, Wichita 1, Kansas

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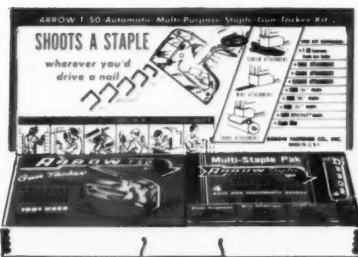
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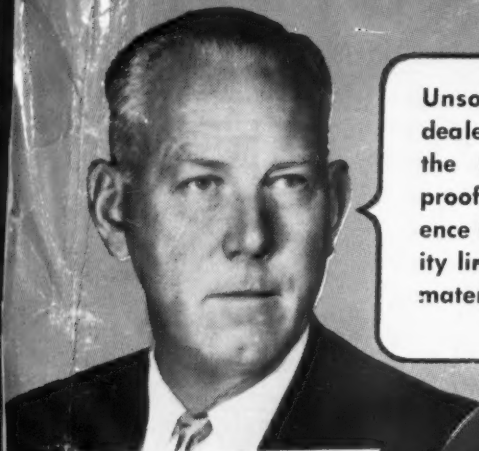
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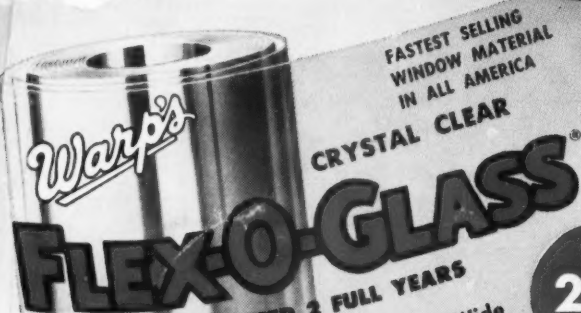
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